



October 1, 2009

Hasbro, Inc. Announces Quarterly Cash Dividend on Common Shares

PAWTUCKET, R.I.--(BUSINESS WIRE)--Oct. 1, 2009-- Hasbro, Inc. (NYSE:HAS) announced that its Board of Directors has declared a quarterly cash dividend of \$0.20 per common share. The dividend will be payable on November 16, 2009 to shareholders of record at the close of business on November 2, 2009.

Hasbro, Inc. (NYSE:HAS) is a worldwide leader in children's and family leisure time products and services with a rich portfolio of brands and entertainment properties that provides some of the highest quality and most recognizable play and recreational experiences in the world. As a brand-driven, consumer-focused global company, Hasbro brings to market a range of toys, games and licensed products, from traditional to high-tech and digital, under such powerful brand names as TRANSFORMERS, PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, CRANIUM and WIZARDS OF THE COAST. Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2009 Hasbro, Inc. All Rights Reserved.

Source: Hasbro, Inc.

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