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Start Memorial Day Weekend off Right with Hasbro Games at Home or Away - You Won't Be Sorry!

EAST LONGMEADOW, Mass., May 27, 2010 (BUSINESS WIRE) --According to AAA, more than 32 million travelers are expected to travel on vacation over Memorial Day weekend - a 5.4 percent increase from 2009. Whether traveling to beaches, camping grounds or U.S. attractions, Hasbro has your family fun covered! When packing, toss in some of Hasbro's newest games to keep everyone engaged and entertained on the open road, in the air, and once you've reached your final destination.

"While the economy continues to be rocked by occasional waves of uncertainty, improved economic performance from one year ago should cause more Americans to take vacations this Memorial Day holiday," said Mary Yarber, Director, Program Management for AAA. "Whether traveling to see loved ones or exploring a new travel destination be sure to plan ahead for the most enjoyable vacation by taking advantage of AAA traveling planning tools and discounts on hotels, car rentals and attractions. Be sure to pack a vacation survival kit that includes activities for the whole family such as Hasbro games for enjoyable ways to pass time when traveling."

A recent survey conducted by Hasbro found that American families plan to play games during time off this summer. Of those respondents planning a vacation, four in ten (41 percent) would rather have access to a closet full of board games than a big screen TV - talk about unplugged entertainment! If you don't have a game closet at your vacation destination, plan ahead and bring family games such as THE GAME OF LIFE, or CRANIUM. Vacationers that are heading to the beach can pack small spurts of fun with the new SORRY! REVENGE and YAHTZEE HANDS DOWN card games. If rain puts a damper on the day, head indoors for a day of rousing game play with ELECTRONIC CATCH PHRASE or GUESSTURES.

While in transit to your vacation spot, test the word building skills of fellow backseat riders with BOGGLE or SCRABBLE Folio Edition, a compact version of the classic crosswords game. Or, during lengthy layovers, wrap your mind around Hasbro's spherical RUBIK'S 360 puzzle. Once you've arrived, relive the journey with the MILLES BORNES card game where players race across 1,000 miles of imaginary road while trying to avoid flat tires, accidents and empty gas tanks.

While traveling seems to be the trend this summer, some families may opt to stay close to home. According to the same Hasbro survey, 70 percent of Americans say that if they were staying home this summer instead of going on vacation, they'd likely play games together. For those staying close to home over the weekend, switch off the television and try Hasbro's new line of U-BUILD games. Based on family favorites such as MONOPOLY, CONNECT 4, BATTLESHIP, SORRY! and MOUSE TRAP, these games go beyond traditional game play and allow players to control the action and customize their game each time they open the box.

No matter where you're spending Memorial Day weekend, on the road or at home, enjoy hours of endless fun with Hasbro games. These suggested games are available at mass merchandise retailers worldwide and range from an approximate retail price of \$6.99 to \$19.99. Visit <http://www.familygamenight.com> for more game suggestions, demonstrations, family game night tips and more!

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> © 2010 Hasbro, Inc. All Rights Reserved.

Methodological Notes:

The Hasbro Board Game Survey was conducted by Kelton Research between April 2nd and April 8th, 2010 via email invitation and an online survey. Quotas are set to ensure reliable and accurate representation of the total U.S. population ages 18 and over. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by

the number of interviews and the level of the percentages expressing the results. In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

SOURCE: Hasbro, Inc.

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