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Hasbro Builds a Winning NERF-Licensed Lifestyle Program

Licensing Program Aims to Infuse Attitude and Boost "Street Cred" of Sports Action Brand

PAWTUCKET, R.I., Jun 10, 2008 (BUSINESS WIRE) -- Hasbro, Inc. (NYSE: HAS) will unveil a major licensing program being fueled by the new look-and-feel of the company's popular sports action NERF brand. An early glimpse of licensed products, ranging from footwear to apparel, video games, electronics and a sports affinity line, will be on display at The International Licensing Show on June 10-12 in New York City.

"It promises to be a championship year for NERF fans," said Bryony Bouyer, senior vice president of licensing at Hasbro. "This makes it the first time that Hasbro has put a forceful effort behind the licensing program supporting NERF. Our licensees are very excited to be working with such a pop culture property within our portfolio that gives them the latitude to introduce fresh, hip and edgy products that capture the essence of the brand's vibe - It's NERF or Nothin'. The creativity being poured into the program across all categories is amazing."

NERF Apparel: Where Style Meets Edge

Leading the momentum of the NERF licensing program will be the apparel line, particularly in the area of graphic t-shirts. Fortune Fashion will roll out incredibly cool, hip and stylish tees for tween boys this summer with plans to broaden the assortment to include an array of other items such as hoodies and track pants in a multitude of colors and styles. Elan-Polo has just released NERF-branded sports sandals bundled with a NERF ball - true inspiration to get kids up and moving.

NERF Digital: A Virtual Blast

NERF will also go digital this holiday when Electronic Arts, Inc. (NASDAQ:ERTS) is scheduled to launch the first interactive NERF "N-Strike" video game bundle for the Nintendo Wii. Based on the NERF N-Strike toy line, players will blast their way through action-packed battles in single or multiplayer modes. The NERF Switch Shot EX-3 add-on accessory, the first ever 2-in-1 toy and game peripheral, will be included in the bundle and allow players to convert a real Dart Blaster into a Wii Blaster controller, further immersing fans into the ultimate virtual NERF experience.

In addition, Performance Designed Products will continue to expand on its line of NERF-molded video game accessories. Sold under the Pelican brand name, the NERF Sports Pack (tennis racket, golf club and baseball bat), NERF Wireless Controller, NERF skins and NERF DS Case are already popular among gamers.

NERF Jock: Bring Your "A" Game

Promotional Partners Worldwide will put the ball in fans' hands for the winning touchdown or jump shot this fall with a college sports affinity program that will stock university bookstore and specialty retailer shelves with NERF balls emblazoned with school logos.

NERF 2009: Building on a Winning Program

Looking toward 2009, Hasbro has pending contracts with licensees such as Stylus, Gamer Graffix, 80sTees.com, Inc., and GA Gertmanian & Sons to bring additional NERF-branded products to market in categories such as sports, publishing, electronics, seasonal, room decor, novelty and accessories.

ABOUT HASBRO

Hasbro (NYSE:HAS) is a worldwide leader in children's and family leisure time entertainment products and services, including the design, manufacture and marketing of games and toys ranging from traditional to high-tech. Both internationally and in the

U.S., its PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, TIGER, CRANIUM and WIZARDS OF THE COAST brands and products provide the highest quality and most recognizable play experiences in the world. ©2008 Hasbro, Inc. All Rights Reserved.

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