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Hasbro's EASY-BAKE Brand Kicks off the 2009 "Baker of the Year" Contest Celebrating 45 Years of Baking Sweet Memories

Nationwide Call for Entries Invites Children and their Favorite "Sous Chef" to Submit their Recipe for Success

PAWTUCKET, R.I.--(BUSINESS WIRE)--Aug. 8, 2008--This year, Hasbro, Inc.'s (NYSE: HAS) EASY-BAKE Oven celebrates its 45th birthday and, in honor of the occasion, today announced a nationwide search across America's kitchens to find the next EASY-BAKE "Baker of the Year." The EASY-BAKE 2009 "Baker of the Year" contest introduces a "new ingredient" to the mix and will invite kids to enter with their baking "sous chef" - parents, grandparents, aunts, or uncles. Seven finalists and their "sous chefs" will be invited to compete for the title next May at WALT DISNEY WORLD® Resort in Orlando, Florida.

"For the past 45 years, the EASY-BAKE Oven has given kids their first 'real' baking experience," said Meg Luby, Vice President of U.S. Marketing, for Hasbro's EASY-BAKE Brand. "Families have spent quality time in the kitchen bonding over EASY-BAKE treats for generations. To celebrate 45 years of the EASY-BAKE Oven, we feel it is fitting to include children and the adults who have inspired them."

To enter the EASY-BAKE 2009 "Baker of the Year" contest, children ages 8 through 12, along with their "sous chef," are invited to log onto www.easybake.com and submit their favorite original recipes, using one or more EASY-BAKE mixes. In addition to submitting a copy of their recipe, entrants must upload a photo that features their creation, themselves and their "sous chef".

Beginning August 2008 and running through February 2009, one child-"sous chef" pair will be chosen each month as an EASY-BAKE 2009 "Baker of the Year" finalist, for a total of seven finalists. In May 2009, the seven pairs of finalists will be flown to WALT DISNEY WORLD® Resort in Orlando, Florida, where they will compete for the title of EASY-BAKE 2009 "Baker of the Year." Each finalist will be assisted in the kitchen throughout the competition by their "sous chef." All EASY-BAKE 2009 "Baker of the Year" contest entries will be judged based on the criteria of creative use of ingredients, presentation, ease of preparation, and taste.

The EASY-BAKE 2009 "Baker of the Year" grand prize winning pair will receive a culinary-inspired trip for four to San Francisco, CA, where the group will visit local food-related sites and attractions. The six runners-up will each receive a \$500 gift card and a one-year supply of EASY-BAKE Brand mixes. All finalists will have their recipe and photo of their creation appear on the EASY-BAKE website.

For additional details on how to enter the EASY-BAKE 2009 "Baker of the Year" contest and the official rules and conditions, log onto www.easybake.com.

About The EASY-BAKE Classic Oven & Snack Center

The beloved EASY-BAKE Oven & Snack Center is back! In 2008, the EASY-BAKE brand celebrates 45 years of making sweet memories. The classic side-loading oven that bakes with a light bulb returns to let bakers-in-the-making whip up tasty snacks for friends and family, including cakes, brownies, cookies and much more. This fall, in honor of its 45th birthday, the iconic brand will 'cook up' a new look for its beloved oven by bringing back its original aqua color! The oven comes with three different mixes, two baking pans, two utensils, a pan pusher, two warming cups and recipes/instructions. One 100-watt standard light bulb is required but not included.

About Hasbro

Hasbro, Inc. 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, TIGER, CRANIUM and WIZARDS OF THE COAST. Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2008 Hasbro, Inc. All Rights Reserved.

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