



February 10, 2009

Hasbro, Inc. Launches PROJECT ZAMBI to Provide Hope, Care and Comfort for Children Orphaned by AIDS in Africa

PAWTUCKET, R.I.--(BUSINESS WIRE)--Feb. 10, 2009-- Hasbro, Inc. (NYSE:HAS) announces the launch of PROJECT ZAMBI, a global cause initiative dedicated to raising awareness and supporting programs that help care for the estimated 15 million children who have been orphaned as a result of the AIDS epidemic in Africa.

This latest initiative, which was employee driven, complements the work Hasbro conducts in the U.S. and around the world in helping children in need through the Hasbro Children's Fund and product donations. In 2008, Hasbro impacted approximately six million children through its charitable programs and product donations.

To bring PROJECT ZAMBI to life, Hasbro will introduce ZAMBI THE BABY ELEPHANT, a special edition FURREAL FRIENDS plush toy. ZAMBI THE BABY ELEPHANT will be available this fall in Australia; Canada; Germany; France; Spain; the United Kingdom; and the United States.

"Hasbro has long understood the important role our company, and our employees can play in helping to address critical children's issues in the United States and around the world," said Brian Goldner, Hasbro's President & CEO. "PROJECT ZAMBI will raise awareness and funding for this important initiative, providing hope for children in need in Africa while reinforcing Hasbro's ongoing commitment to children and families everywhere."

ZAMBI THE BABY ELEPHANT (Ages 4 years & up/Approx. Retail Price: \$49.99/Available Fall 09) features soft and cuddly ears and feet that are covered in a special fabric pattern designed by boys and girls from Zambia in one of the communities dedicated to caring for children orphaned by AIDS. Like the other animals in the FURREAL FRIENDS line of "come to life" plush pets, when you play with ZAMBI THE BABY ELEPHANT, he will play, blow kisses, raise his trunk, and trumpet his elephant call. He'll also have a sensor on his trunk, so he can hold onto your finger and "shake" your hand.

Hasbro has committed to donate a minimum of \$500,000 (in U.S. dollars) to the PROJECT ZAMBI Fund, part of the Hasbro Children's Fund, in 2009. This fund will benefit programs that help make life better for children orphaned by AIDS in Africa. The company hopes to expand this global campaign to include additional Hasbro products and brands in the years to come.

Hasbro employees developed the PROJECT ZAMBI concept after being inspired by the Chikumbuso Women's and Orphans' Project in Zambia. For a number of years the Hasbro Children's Fund has supported programs in Zambia that assist children in need.

Hasbro, Inc.

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, TIGER, CRANIUM and WIZARDS OF THE COAST. Hasbro's philanthropic efforts reflect this mission by providing gifts of "hope, play, and a helping hand" through the Hasbro Children's Fund and other initiatives aimed to help children worldwide. Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2009 Hasbro, Inc. All Rights Reserved.

Source: Hasbro

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