



June 2, 2010

Hasbro, Inc. Files Suit against Patent Infringers

PAWTUCKET, R.I., Jun 02, 2010 (BUSINESS WIRE) --Hasbro, Inc. (NYSE: HAS) today filed lawsuits in United States Federal Court in Springfield, MA against two of its competitors, Buzz Bee Toys, Inc. and Lanard Toys, Inc., for patent infringement in connection with its NERF and SUPER SOAKER brands.

Hasbro seeks to enjoin both companies from infringing two U.S. patents relating to its NERF N-STRIKE DISC SHOT blaster. In addition, Hasbro has sued Buzz Bee Toys for its infringement of a NERF SUPER SOAKER water product patent. Hasbro also is seeking monetary damages from both companies for their illegal use of Hasbro's patented technology.

"Hasbro aggressively protects its brands and products and the action we have taken today is part of Hasbro's plans to vigorously pursue companies who misappropriate our intellectual property for their own profit," said Wayne Charness, Senior Vice President of Corporate Communications. "Our NERF and NERF SUPER SOAKER brands are incredible assets and this action was taken in the best interests of our company and our shareholders."

SOURCE: Hasbro, Inc.

Hasbro, Inc.

Media Contact:

Wayne Charness, 401-727-5983

or

Investor Contact:

Debbie Hancock, 401-727-5401