



June 27, 2008

Hasbro to Webcast 2008 Second Quarter Earnings Conference Call

PAWTUCKET, R.I.--(BUSINESS WIRE)--June 27, 2008--Hasbro, Inc. (NYSE:HAS) today announced that it will webcast its second quarter results via the Internet. The webcast will take place on Monday, July 21, 2008 at 8:30 a.m. Eastern Time, following the release of Hasbro's quarterly financial results. The webcast will be available to investors and the media on Hasbro's Investor Relations home page, at <http://www.hasbro.com>, click on Corporate Information on the bottom of the page and then click on Investors, then click on the webcast microphone.

The audio webcast platform is Microsoft's Windows Media Player™. To install Windows Media Player prior to the webcast, log on to <http://www.microsoft.com/windows/windowsmedia/en/download/default.asp> and follow the directions.

Certain financial and statistical information included in the webcast, such as information required by Regulation G, will be available at the time of the webcast in the Press Releases section of Hasbro's website at www.hasbro.com, under Investors.

Hasbro, Inc. 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 United States, 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.

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