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Hasbro's MY LITTLE PONY Brand Celebrates 25 Years of Magic and Imagination with a Year-Long Global Celebration

Hasbro Kicks-Off "The MY LITTLE PONY PROJECT: 25 Ponies for 25 Years" Program with the Introduction of Custom Ponies at Toy Fair 2008; Program to Benefit Give Kids The World Village

NEW YORK--(BUSINESS WIRE)--Feb. 14, 2008--To commemorate its 25th birthday Hasbro, Inc.'s (NYSE: HAS) iconic MY LITTLE PONY brand will kick off a year-long global celebration on Monday, February 18th at the Hasbro Toy Fair showroom in New York City. Titled "The MY LITTLE PONY Project: 25 Ponies for 25 Years," the program celebrates girls and their imaginations. As part of the initiative, the MY LITTLE PONY brand will invite international pop culture influentials such as celebrities, fashion designers, brands, artists, collectors, and kids to design a collection of 25 one-of-a-kind MY LITTLE PONY 18-inch figures.

Hasbro will officially launch the program on Monday, February 18th with the unveiling of the first two custom ponies: a "Silver" pony from Hasbro and TWINKLE HOPE, a pony designed for Give Kids The World Village. Give Kids The World Village is a nonprofit organization that works to fulfill the wishes of all children with life-threatening illnesses and the charitable partner for the MY LITTLE PONY 25th birthday celebration. Local children from Give Kids The World Village will be on-hand to enjoy the day's festivities. Renowned baker Sylvia Weinstock will be onsite to help to celebrate the occasion with the presentation of an original MY LITTLE PONY themed birthday cake.

"Being a female artist, it gives me great pleasure to celebrate MY LITTLE PONY, a girlhood rite of passage that has inspired so many young imaginations," said Sylvia Weinstock, owner of Sylvia Weinstock Cakes Ltd. "I am delighted to be part of such an exciting and magical event."

"We are proud to celebrate the 25th birthday of MY LITTLE PONY, a brand that has touched the hearts of millions of young girls across the world," said Valerie Jurries, vice president of marketing for Hasbro's girls division.

"Give Kids The World is honored by this very generous donation from Hasbro and MY LITTLE PONY. We are thrilled to partner in this project, as magic and enchantment play an important role not only in the MY LITTLE PONY brand but in the lives of the children at The Give Kids The World Village," said Pam Landwirth, president, Give Kids The World Village.

In addition to Hasbro's "Silver" pony and TWINKLE HOPE, the Give Kids The World Village pony, Hasbro hopes to introduce 23 additional one-of-a-kind project ponies throughout the year. A miniature version of the TWINKLE HOPE pony will be available for purchase as part of the MY LITTLE PONY toy line. Hasbro is working with renowned creative agency Thunderdog Studios to bring this exciting project to life.

In September, this project will culminate in a gallery exhibition in New York City where "The MY LITTLE PONY Project: 25 Ponies for 25 Years" collection will be on display in its entirety for the very first time. The entire "The MY LITTLE PONY Project: 25 Ponies for 25 Years" collection will be available for auction, with proceeds going to Give Kids The World Village.

Additionally, special 25th birthday events will take place throughout the year including a "pink carpet" event which will mark the New York City premiere of "MY LITTLE PONY Live! The World's Biggest Tea Party." The annual MY LITTLE PONY fair in June will welcome collectors from around the globe to Providence, RI, to showcase their dedication and love for the magical brand. During this celebratory year, MY LITTLE PONY will hold an online sweepstakes inviting kids to enter for the chance to win one of ten \$25,000 bonds. For more information on the activities planned for the enchanting MY LITTLE PONY 25th birthday celebration year, please visit www.mylittlepony.com.

About MY LITTLE PONY

The MY LITTLE PONY franchise was introduced in 1983 and quickly became a favorite of millions of girls around the world.

Hasbro re-introduced the popular brand in 2003 and since then more than 40 million ponies have made their way into little girls' hands, along with an extensive range of merchandise from toys to video games. HPG, the licensing division of Hasbro, is also gearing up for the 25th birthday of MY LITTLE PONY working with its portfolio of more than 150 licensees that support the brand to continue bringing a variety of lifestyle goods to market from apparel to home DVDs, domestics, arts and crafts, party goods, cards/stationery and books.

About Give Kids The World

Give Kids The World Village (GKTW) is a 70-acre, nonprofit resort in Central Florida that creates magical memories for children with life-threatening illnesses and their families. GKTW provides accommodations at its whimsical resort, donated attractions tickets, meals and more for a week-long, cost-free fantasy vacation. With the help of many generous individuals, corporations and partnering wish-granting organizations, Give Kids The World has welcomed more than 85,000 families from all 50 states and over 60 countries.

About Thunderdog

"Brainstorming a Clouded World"- THUNDERDOG STUDIOS is a New York based Creative Agency and Toy Brand founded by artist Tristan Eaton in 2003. As a global leader in pop culture, THUNDERDOG STUDIOS cultivates art for city streets, gallery walls and everywhere in-between. Whether it's collaborating with their 20 member art collective, producing exhibitions, manufacturing toys or consulting brands and agencies, THUNDERDOG STUDIOS strives for excellence in everything they do.

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 and WIZARDS OF THE COAST brands and products provide the highest quality and most recognizable play experiences in the world.

CONTACT: Litzky Public Relations
Josslynne Welch/Marni Bahniuk, 201-222-9118
jwelch@litzkypr.com
mbahniuk@litzkypr.com

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