



May 12, 2008

Hasbro Names Bennett Schneir to New Post as Company's Senior Vice President, Managing Director, Motion Pictures

PAWTUCKET, R.I.--(BUSINESS WIRE)--May 12, 2008--Hasbro, Inc. (NYSE:HAS) today announced that Bennett Schneir, most recently Vice President of Creative Affairs for ImageMovers Digital, is joining Hasbro in the newly-created position of Senior Vice President and Managing Director, Motion Pictures.

Based in Los Angeles, Mr. Schneir will serve as Hasbro's lead creative executive for feature films, focused on the Company's new six-year strategic partnership with Universal Pictures. Announced in February, the deal involves the production of at least four motion pictures based on some of the world's best-known and beloved brands from Hasbro including MONOPOLY, CANDY LAND, CLUE, OUIJA, BATTLESHIP, MAGIC: THE GATHERING and STRETCH ARMSTRONG. Mr. Schneir will work closely with Lisa Licht, who joined Hasbro earlier this year as General Manager of Entertainment and Licensing with responsibility for further strengthening and developing Hasbro's opportunities within the entertainment industry, while building and growing the Company's licensing programs worldwide.

"Leveraging what we believe to be the best portfolio of brands in the children's and family entertainment business, our goal is to deliver more fantastic cinematic experiences, similar to what we did along with DreamWorks and Paramount Pictures with TRANSFORMERS," said John Frascotti, Hasbro's Global Chief Marketing Officer. "Mr. Schneir is an incredibly talented industry veteran who will collaborate directly with filmmakers and writers to create extraordinary motion pictures. Together Lisa and Bennett will help elevate Hasbro to a whole new level in the entertainment industry."

"Hasbro has an extraordinarily rich and powerful portfolio of brands that has been entertaining millions of people all over the world for generations. It's very exciting to be joining the Company at a time when it is poised to make a significant impact in the entertainment industry by engaging consumers in new immersive ways," said Mr. Schneir.

Mr. Schneir comes to Hasbro with extensive industry experience acquired with filmmaker Robert Zemeckis' production company ImageMovers, where he has worked on a number of major motion pictures, including What Lies Beneath, Cast Away, The Polar Express, Monster House and Beowulf. In his most recent role as Vice President of Creative Affairs at ImageMovers Digital, he oversaw all of the company's creative development and worked on many Disney-related projects as part of the company's 10-year deal with The Walt Disney Company to produce Disney-branded motion pictures. He began his career at Creative Artists Agency.

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

CONTACT:

Hasbro, Inc.

Investor Relations

Karen A. Warren, 401-727-5401

or

News Media

Wayne S. Charness, 401-727-5983

SOURCE: Hasbro, Inc.