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Kids and Teens from Salt Lake City Area, Including 2009 Defending Champs, Clinch Victory in Hasbro's Annual NERF DART TAG World Championship

NERF DART TAG League Travels with Dew Tour's Festival Village for Second Consecutive Year

PAWTUCKET, R.I., Oct 18, 2010 (BUSINESS WIRE) -- [Hasbro](#), Inc.'s (NYSE:HAS) [NERF](#) brand has spent several exhilarating months challenging fans across the country to team up and test their DART TAG skills at five [NERF DART TAG LEAGUE](#) regional tournaments. As a sponsor of the 2010 Dew Tour, the NERF DART TAG LEAGUE tournament traveled to Boston, Chicago, Portland, Salt Lake City, and Las Vegas with the tour's award-winning Festival Village. The action reached an all-time high on Saturday at the Las Vegas Hard Rock Hotel & Casino as teams from Salt Lake City, UT, and defending 2009 champions of the 13-17 year old age tournament, were crowned the 2010 NERF DART TAG World Champions, winning the admiration of the NERF community and fellow competitors, as well as \$25,000 per team!

At each NERF DART TAG regional tournament, teams of four competed in one of two age groups: 8-12 years and 13-17 years. Each age group's regional winners entered into a round robin tournament on Saturday to determine the two teams in each age group that would enter the NERF Battle Dome Arena one last time to compete for the title of NERF DART TAG World Champions.

"The NERF DART TAG World Championship tour has really taken DART TAG play to the next level, bringing kids' enthusiasm for this game from their neighborhoods to a national stage," said Kelly Stone, U.S. Marketing Director for NERF at Hasbro. "In only its second year this event has become something our fans not only look forward to, but actively train for. It makes us incredibly excited to see how the NERF DART TAG World Championship grows from here!"

The winning team in the NERF DART TAG World Championship 8-12 year old age group hails from Bountiful, UT and includes: Justin Schofield, Drew Patrick, Will Lindsay, and Connor Hart. The winning team in the NERF DART TAG World Championship 13-17 year old age group includes Farmington, UT residents: Cole Wernli, Jake Wood, Carter Wood, Dalton Baker. Members of each winning team shared a \$25,000 grand prize, and each team took home a NERF DART TAG World Championship trophy.

This year, the NERF DART TAG World Championship was shown "live" via Ustream on <http://www.Facebook.com/NerfNation>, letting fans from around the globe follow the action, from the final battle to crowning the winners. To watch video from the NERF DART TAG World Championship, learn more about the NERF DART TAG LEAGUE or to become a part of NERF Nation, visit <http://www.YouTube.com/Nerf>, <http://www.Twitter.com/NerfNation>, or <http://www.Nerf.com/ndtl>.

About Hasbro, Inc.

[Hasbro, Inc.](#) (NYSE:HAS) is a branded play company providing children and families around the world with a wide-range of immersive entertainment offerings based on the Company's world class brand portfolio. From toys and games, to television programming, motion pictures, video games and a comprehensive licensing program, Hasbro strives to delight its customers through the strategic leveraging of well-known and beloved brands such as TRANSFORMERS, LITTLEST PET SHOP, NERF, PLAYSKOOL, MY LITTLE PONY, G.I. JOE, MAGIC: THE GATHERING and MONOPOLY. The Hub, Hasbro's multi-platform joint venture with Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) launched on October 10, 2010. The online home of The Hub is <http://www.hubworld.com>. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

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About The Dew Tour

The Dew Tour consists of five major, multi-sport events spanning across the country, with a cumulative points system, a \$2.5

million competitive purse a bonus pool at year-end based on overall tour standings. The Tour features skateboarding (park and vert), BMX (park, vert and dirt) and freestyle motocross. At season's end, the overall points leaders in the five disciplines will be crowned year-end champions and awarded the prestigious Dew Cup. As part of an Alli property, key lifestyle elements complement the competitions at each Tour event including the Festival Village, specialty competitions, and live, cutting-edge music. The Dew Tour is broadcast live on NBC Sports with additional competition and lifestyle broadcasts on MTV, MTV2 and USA. The Dew Tour is also distributed on Fuel TV, Universal HD, and internationally on Eurosport 2, Fox Australia, Extreme Channel and Allarco Superchannel. The Dew Tour partners include Mountain Dew (tour title sponsor) and Nike 6.0, Wendy's and Toyota (event title sponsors). Associate partners include Ball Park, JCPenney, MATADOR Beef Jerky, Paul Mitchell, PlayStation®, PowerBar, Sony and Verizon. More information can be found at <http://www.Allisports.com>.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6472021&lang=en>

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