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## Hasbro Announces 20 Percent Increase in Quarterly Dividend

PAWTUCKET, R.I., Feb 03, 2011 (BUSINESS WIRE) -- [Hasbro, Inc.](#) (NASDAQ: HAS) announced that its Board of Directors has declared a quarterly cash dividend of \$0.30 per common share, an increase of \$0.05 per share, or 20%, from the previous quarterly dividend of \$0.25 per common share. The dividend will be payable on May 16, 2011 to shareholders of record at the close of business on May 2, 2011.

"Given our strong cash generation, healthy financial position and confidence in our ability to successfully execute our branded play strategy in 2011 and beyond, our Board of Directors has voted to increase the dividend for the second time in as many years," said Brian Goldner, President and Chief Executive Officer. "Our increased dividend, combined with our share repurchase program, reflects Hasbro's ongoing commitment to returning capital to our shareholders."

[Hasbro, Inc.](#) (NASDAQ: 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 [www.hubworld.com](http://www.hubworld.com). The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

SOURCE: Hasbro, Inc.

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