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With the Help of Celebrity Elves, Marine Toys for Tots Launches "Thank You Santa" Social Media Campaign

For every "Thank You Santa" note written, Hasbro will donate a toy or game, up to 10,000 in all, to Toys for Tots

Triangle, V.A., December 12, 2012 — The Marine Toys for Tots Foundation announces the launch of "*Thank You Santa*", a social media campaign giving the public yet another easy way to get toys under the tree of children in need.

Now through December 26th, individuals can write a note to say *Thank You Santa*, for a gift that inspired them as a child or this year's favorite Christmas gift at www.ToysforTots.org/ThankYou or #TFTThankYou. In return, Hasbro, Inc. will donate a toy or game to Toys for Tots. This simple act of sharing a favorite gift will help Toys for Tots create a Christmas memory of hope and happiness for up to 10,000 deserving children.

Individuals will join celebrities such as [Sharon Osbourne](#), [Kimberly Locke](#), [Lou Ferrigno](#), [Stefanie Scott](#) and many more that have already written their notes or sent personal video messages thanking Santa for their favorite toys and holiday memories. In addition to writing their thank you note to Santa, individuals can share these magical memories, passing on that spirit of giving to friends and families nationwide.

Serving as Santa's helpers, Toys for Tots provides hope and the joy of the holidays to less fortunate children through the gift of a new toy at Christmas. Each year, Toys for Tots delivers holiday memories to over 7 million children, many of whom might wake to find no gift under the tree without the help of Toys for Tots.

"There's nothing more fun than reminiscing about your favorite childhood memories of a visit from Santa. Hopefully this program will inspire folks to share that magic with their children," said LtGen. Pete Osman, USMC (Ret), President and CEO of the Marine Toys for Tots Foundation. "Thanks to our good friends at Hasbro, everyone can 'pay it forward' and create similar memories of hope and happiness for children who need it most."

Get started now. To place a gift under the tree of a deserving child, please post your thank you note to Santa at www.toysfortots.org/thankyou or tweet a thank you at #TFTthankyou.

About Marine Toys for Tots Foundation

The Marine Toys for Tots Foundation is a not for profit organization authorized by the U.S. Marine Corps to provide fundraising and other necessary support for the annual Marine Corps Reserve Toys for Tots Program. Now in its 65th year, Toys for Tots provides joy and a message of hope to less fortunate children through the gift of a new toy or book during the Christmas holiday season. Our gifts offer these children hope, recognition, and a positive memory they will cherish for a lifetime. Many of the books, games, and sports equipment that we provide as gifts make a significant contribution to the educational, social and physical development of these children. In 2011, Marines distributed toys to more than 7 million children who might not have otherwise experienced the magic of the Christmas holiday season.

About Hasbro

Hasbro, Inc. 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, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative, 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 Company's Hasbro Studios develops and produces television programming for markets around the world. The Hub TV Network is part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), in the U.S. Through the Company's deep commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world for future generations and to positively impact the lives of millions of children and families every year. It has been recognized for its efforts by being named one of the "World's Most Ethical Companies," and is ranked in The Civic 50 as one of "America's most community minded companies" by Bloomberg Businessweek and as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at www.hasbro.com.

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