

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

FORM 8-K  
CURRENT REPORT

PURSUANT TO SECTION 13 OR 15(d) OF  
THE SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of Earliest Event Reported): February 26, 2008  
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HASBRO, INC.  
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(Exact name of registrant as specified in its charter)

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| RHODE ISLAND<br>-----<br>(State of<br>Incorporation) | 1-6682<br>-----<br>(Commission<br>File Number) | 05-0155090<br>-----<br>(IRS Employer<br>Identification No.) |
|--|--|---|

|   |                              |
|---|------------------------------|
| 1027 NEWPORT AVE., PAWTUCKET, RHODE ISLAND<br>-----<br>(Address of Principal Executive Offices) | 02862<br>-----<br>(Zip Code) |
|---|------------------------------|

(401) 431-8697  
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(Registrant's telephone number, including area code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

On February 27, 2008 Hasbro, Inc. (the "Company") issued a press release announcing that Kenneth A. Bronfin, President of Hearst Interactive Media, had been elected to the Company's Board of Directors (the "Board") effective March 1, 2008. Upon joining the Board, Mr. Bronfin will also become a member of the Board's Finance Committee. A copy of the press release is filed as Exhibit 99.1 to this Current Report and is incorporated herein by reference.

Item 9.01 Financial Statements and Exhibits

99.1 (c) Exhibits

Press Release, dated February 27, 2008.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

HASBRO, INC.

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(Registrant)

Date: February 27, 2008

By: /s/ David D.R. Hargreaves

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David D.R. Hargreaves  
Executive Vice President,  
Finance and Global Operations and  
Chief Financial Officer  
(Duly Authorized Officer)

HASBRO, INC.  
Current Report on Form 8-K  
Dated February 27, 2008

Exhibit Index

Exhibit No.

Exhibit

99.1 Press Release, dated February 27, 2008.

## Hasbro Elects Kenneth Bronfin to Its Board of Directors

PAWTUCKET, R.I.--(BUSINESS WIRE) — February 26, 2008 -- Hasbro, Inc. (NYSE:HAS) announced today that Kenneth A. Bronfin, President of Hearst Interactive Media, has been elected to the Company's Board of Directors effective March 1, 2008.

"Ken Bronfin is a highly respected business leader with 22 years of experience in the media and entertainment industry and we are very pleased to have him join our Board," said Alan Hassenfeld, Chairman of the Board of Hasbro, Inc. "He is one of the key forces behind Hearst Corporation's transformation from a traditional media company to an interactive media leader. Ken's appointment comes at a very exciting time in our history when we are becoming a more media-driven company and providing consumers with unique and immersive ways to enjoy our world-class brand portfolio."

As President of Hearst Interactive Media since 2002, Bronfin leads a team that operates interactive businesses, initiates new ventures, makes strategic investments in internet content and infrastructure companies, and works with Hearst's other divisions to adapt the company's editorial and programming resources to new formats. In addition, he has responsibility for the day-to-day management of various interactive activities at Hearst with a focus on business development and strategic relationships, mergers and acquisitions, and investments. He sits on the Boards of several Hearst Interactive Media portfolio companies. Bronfin joined Hearst Corporation in 1996 as Senior Vice President and Deputy Group Head of Hearst Interactive Media.

Prior to joining Hearst, Bronfin worked for the National Broadcasting Company (NBC) for 10 years, during which he held a series of increasingly responsible roles, including Vice President of NBC Cable and Business Development, General Manager of NBC's digital television group, and was also a founder of their Interactive Media unit. He joined NBC as part of its Management Associate program in 1986.

Bronfin holds a bachelor's degree in electrical engineering from the University of Virginia and an MBA in management from the Wharton School of the University of Pennsylvania. He also holds patents in the field of television technology.

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.

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