



February 13, 2007

Hasbro Inks Agreement to Bring Licensed Apparel Collection to National Retailer Steve & Barry's

PAWTUCKET, R.I.--(BUSINESS WIRE)--Feb. 13, 2007--HPG, the licensing team of Hasbro, Inc. (NYSE: HAS), today announced that it has signed a licensing agreement that will launch an extensive apparel collection in Steve & Barry's® stores nationwide in spring and fall 2007. The deal includes 12 well-known Hasbro properties, the largest line-up that HPG has granted to any single licensee in the apparel category to date.

"We're delighted to be working with Steve & Barry's to extend Hasbro brands in cool and trend-right ways within the ever changing apparel category," said Jane Ritson-Parsons, president of HPG. "They are revolutionizing the way people shop for clothing and we wanted Hasbro brands to be a part of that phenomenon. Steve & Barry's current and growing retail presence combined with their original in-store merchandising and cross-promotional strategies will put our properties front-and-center among consumers of all ages in a hip and stylish manner and that's a big win for everyone."

The deal includes a wide variety of iconic brands such as MR. POTATO HEAD, TONKA, MY LITTLE PONY, G.I. JOE, TRANSFORMERS, CANDYLAND, SCRABBLE, MONOPOLY, OPERATION, MAGIC: THE GATHERING, and DUNGEONS & DRAGONS. The agreement will result in a range of Hasbro-inspired apparel being featured at Steve & Barry's, including T-shirts, hoodies, casual bottoms, sports hats and outerwear.

"It is rare to work with a company that has so many brands that resonate with generations of consumers, and that was very appealing to us," said Andy Todd, president of Steve & Barry's. "This new addition to Steve & Barry's expanding portfolio promises to provide inspiration for fun and creative designs that will delight shoppers who are big toy and game fans."

ABOUT STEVE & BARRY'S

Based in New York, Steve & Barry's® is a leading national specialty retailer offering licensed and non-licensed lifestyle apparel for men, women and children. Founded in 1985, the company operates anchor and junior anchor shopping center and mall-based locations throughout the U.S. Today, the entire family can benefit from Steve & Barry's incredible values on its full line of jeans, t-shirts, cargos, jackets, footwear, shorts, sweatshirts, jerseys, hats, hoodies, chinos, tanks, polos and more. For additional information, please visit www.steveandbarrys.com.

About HPG

HPG, the licensing team of Hasbro, Inc. (NYSE: HAS), translates one of the industry's richest portfolios of brands into a world of fun and excitement for children and adults globally. Through a host of publishing, digital media, lifestyle and entertainment platforms, HPG is able to surround consumers of all ages worldwide with consumer products that expand Hasbro's core brands, such as TRANSFORMERS, LITTLEST PET SHOP, MY LITTLE PONY, MONOPOLY, G.I. JOE, TONKA and PLAYSKOOL.

CONTACT: Foghorn PR
Shelly Eckenroth, 717-852-7060
seckenroth@foghornpr.com
or
Mary Leddy, 508-877-1235
mleddy@foghornpr.com
or
Steve & Barry's
Ji Hea (Jay) Kim, 516-740-8026
jkim@steveandbarrys.com
or
Rachel Brenner, 516-740-7910

rbrenner@steveandbarrys.com

SOURCE: Hasbro, Inc.