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Simon Waters Joins Hasbro as Senior Vice President, Global Licensing

PAWTUCKET, R.I., May 26, 2010 (BUSINESS WIRE) --Hasbro, Inc. (NYSE:HAS) today named Simon Waters as the Company's Senior Vice President of Global Licensing. A highly experienced executive, Mr. Waters joins Hasbro from The Walt Disney Company, where he served most recently as Vice President, Global Franchise Development and Strategic Marketing.

In his role at Hasbro, Mr. Waters will lead the Company's global licensing initiatives, building on the success Hasbro has enjoyed in recent years through a strategy of re-inventing, re-imagining and re-igniting its key brands, and aligning its brands with the world's premier companies and licensees. Mr. Waters will be based at Hasbro's Los Angeles offices and will report directly to John Frascotti, Hasbro's Global Chief Marketing Officer.

"Hasbro has an amazing portfolio of brands capable of extending into a broad range of lifestyle products. An expansive licensing operation is a central piece of our Company's strategy as we continue providing immersive brand experiences to consumers around the world," said Frascotti.

"We are confident that the leadership that Simon demonstrated in driving strategic marketing for iconic brands such as Winnie the Pooh and Mickey Mouse will translate very well as he takes the helm as Hasbro's Senior Vice President of Global Licensing," Frascotti said.

Prior to serving as VP, Global Franchise Development and Strategic Marketing, Mr. Waters held a variety of positions with increasing importance at The Walt Disney Company, including establishment of a new infant line business and driving sales growth on all licensed merchandise for North America for Disney Baby and Baby Einstein. Mr. Waters also held executive positions at Universal Music Group and Bertelsmann Music Group earlier in his career.

Hasbro, Inc. (NYSE:[HAS](#) - [News](#)) is a worldwide leader in children's and family leisure time products and services with a rich portfolio of brands and entertainment properties that provides some of the highest quality and most recognizable play and recreational experiences in the world. As a brand-driven, consumer-focused global company, Hasbro brings to market a range of toys, games and licensed products, from traditional to high-tech and digital, under such powerful brand names as TRANSFORMERS, PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, CRANIUM and WIZARDS OF THE COAST. Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2010 Hasbro, Inc. All Rights Reserved.

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