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Hasbro Names Jerry Perez as Senior Vice President and Global Brand Leader for the Company's Worldwide Preschool Business

PAWTUCKET, R.I., Jan 11, 2010 (BUSINESS WIRE) -- Hasbro, Inc. (NYSE:HAS) today announced that Jerry Perez, a highly respected toy industry executive with a proven track record of success at Fisher-Price, LeapFrog and most recently Learning Curve, is joining Hasbro in the position of Senior Vice President and Global Brand Leader for the Company's worldwide preschool business.

In this role, Jerry will lead global strategy, marketing and merchandising for Hasbro's preschool brand portfolio including PLAYSKOOL, MR. POTATO HEAD and PLAY-DOH, among others. He will also lead global efforts around the recently announced *Sesame Street* toy and co-branded games license, with the first product becoming available in 2011.

Jerry comes to Hasbro with nearly 25 years of global and domestic toy industry experience. Prior to his association with Learning Curve in 2007, Jerry was President of LeapFrog Enterprises since 2004. He also held a series of progressively more responsible positions at Fisher-Price, a division of Mattel, over a 12-year period where he eventually managed the worldwide Fisher-Price business, including toys, juvenile products, battery-powered ride-ons and licensing. After beginning his career in marketing at Quaker Oats, Mr. Perez held several marketing positions at Kenner, which was acquired by Hasbro in 1991.

"Jerry is a highly talented and experienced executive with a tremendous history of success and we are thrilled to have him lead this important segment for Hasbro," said John Frascotti, Hasbro's Global Chief Marketing Officer. "He has a comprehensive knowledge of the business, from developing innovative product ideas to the marketing and merchandising of brands and products on a global basis."

"The opportunity to join Hasbro during what I see as a very dynamic time for the Company is incredibly exciting," said Mr. Perez. "Hasbro has an unmatched brand portfolio when it comes to family entertainment, and I am eager to help the Company realize the full potential of its preschool business on a global scale."

About HASBRO

Hasbro, Inc. (NYSE:HAS) 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>.

SOURCE: Hasbro, Inc.

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