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Hasbro Teams Up with Global Pop Phenomenon One Direction to Debut Toy and Game Collection

Fashion Dolls, Figures, and More Will Be Available Fall 2012

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro, Inc.](#) (NASDAQ:HAS) announced today it has entered into agreement with worldwide musical sensation One Direction to produce a new line of toys and games based on the members of the popular boy band. Quickly becoming one of today's hottest musical groups, One Direction's debut album "Up All Night," which features the hit songs "What Makes You Beautiful," and "One Thing", rose swiftly to the top of pop charts across the world. With a large, dedicated fan base, including more than 4.7 million Facebook fans and 3.1 million Twitter followers, tickets for the group's debut tour in the U.K. sold out within minutes prompting expansion into tour dates in North America, Australia, and New Zealand.

"In the short time since the group's debut, One Direction has captured the hearts of many young fans across the world. The band is poised for continued and increasing global success," said John Frascotti, chief marketing officer, Hasbro, Inc. "We are excited about the opportunity to provide One Direction's very enthusiastic international fan base with a diverse product line that captures the essence of the band members."

"With an impressive portfolio of toys, games, and entertainment based products successfully marketed across the globe, Hasbro is the perfect partner to help us reach One Direction fans in an exciting new way," said Barry Drinkwater, founder and owner, Global Merchandising Services, Ltd.

"One Direction are thrilled to partner with Hasbro," said Will Bloomfield, of Modest! Management. "Hasbro has a proven track record of successfully working with artists to market music-related brands to kids and teens around the world and both we and the band very much look forward to working with them at this incredibly exciting time."

Featuring all five members of the popular boy band, the One Direction product offering from Hasbro will be sold globally, with the exception of the United Kingdom and Ireland, in the fall of 2012. The collection will include fashion dolls, mini-figures, and more.

About Hasbro

[Hasbro, Inc.](#) (NASDAQ: HAS) 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. Programming in the U.S. is distributed on The Hub TV Network, a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK). 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 as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at www.hasbro.com.

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