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Hasbro's G.I. JOE Brand Joins Forces with Toys for Tots and Actor Dennis Quaid in an Important Holiday Mission

Be a Hero and Help Deliver the Magic of the Holidays to Less Fortunate Children

PAWTUCKET, R.I., Nov 10, 2009 (BUSINESS WIRE) -- Over 14 million children live in poverty in the United States. They need a hero this holiday season and here to answer the call of duty is the G.I. JOE brand from Hasbro, Inc. (NYSE: HAS).

Hasbro's G.I. JOE brand, the Marine Toys for Toys Foundation and actor Dennis Quaid are joining forces to help make this holiday season a little brighter for less fortunate children. For every *G.I. JOE: The Rise of Cobra* toy purchased at stores from November 11 through November 26 (Veteran's Day through Thanksgiving), Hasbro will donate a new toy (up to 300,000 toys with a minimum $3.99 value) to Toys for Tots.

Actor Dennis Quaid, who plays 'GENERAL HAWK' in the 2009 blockbuster film *G.I. JOE: The Rise of Cobra*, from Paramount Pictures and Spyglass Entertainment, in association with Hasbro, will voice a national radio spot, due to premier on Veteran's Day, November 11, to help raise awareness for this campaign and the positive impact The U.S. Marines and Toys for Tots make on the lives of children.

"As long time supporters of Toys for Tots, we recognize and applaud the important work the organization does on behalf of economically disadvantaged children nationwide," said John Frascotti, Hasbro's Chief Marketing Officer. "In working with Toys for Tots once again this year, they were very clear that new toys for the children they serve would be in greater need than ever during these difficult economic times, and we are pleased to step up and do our part."

"We know this year will be especially hard on families as many have already started to significantly tighten the purse strings," said retired Marine Corps Major Bill Grein, USMC (Ret), vice president of marketing and development for the Marine Toys for Tots Foundation. "These families need a hero this holiday season and Hasbro is it. Their generous gift of toys and games will enable us to deliver the magic of the holiday season to many of our nation's neediest children."

For more information about how you can help make a difference, please visit www.gijoe.com.

About Hasbro

Hasbro, Inc. 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.

About The Marine Toys For Tots Foundation

The Marine Toys for Tots Foundation is a not for profit organization authorized by the U.S. Marine Corps Reserve to provide fundraising and other necessary support for their annual Toys for Tots Program. Now in its 62nd year, Toys for Tots provides hope and happiness to economically disadvantaged children through the gift of a shiny new toy during the Christmas holiday season. Our gifts offer these children recognition, confidence and a positive memory they will cherish for a lifetime. Many of the gifts we provide, such as books, games and sports equipment, make a significant contribution to the educational, social and recreational interests of these children. In 2008, Marines distributed gifts to 7.6 million children in over 650 communities nationwide. The Marine Toys for Tots Foundation relies on individual donations from the American public and is supported by corporate sponsorships. For more information, visit www.toysfortots.org.

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