



February 9, 2010

Hasbro, Inc. to Webcast Investor Event from Toy Fair on Friday, February 12, 2010

PAWTUCKET, R.I., Feb 09, 2010 (BUSINESS WIRE) -- Hasbro, Inc. (NYSE:HAS) today announced that it will webcast a presentation to investors and securities analysts on Friday, February 12, 2010 beginning at 8:30 a.m. Eastern Time. The webcast will include presentations by the company's President and Chief Executive Officer, Brian Goldner, the company's Chief Operating Officer, David Hargreaves, and the company's Chief Financial Officer, Deborah Thomas.

The webcast will be available to investors and the media on Hasbro's Investor Relations home page, at <http://investor.hasbro.com> then click on the webcast microphone. A replay of the webcast will be available at the same location approximately 2 hours following completion of the webcast.

Certain financial and statistical information included in the webcast, such as information required by Regulation G, will be available at the time of the webcast in the "Press Releases" section of Hasbro's website at <http://hasbro.com>, under "Investor Relations."

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>.

SOURCE: Hasbro, Inc.

Hasbro, Inc.
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