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Hasbro to Webcast Investor Presentation From Toy Fair on Friday, February 8, 2013

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro, Inc.](http://www.hasbro.com) (NASDAQ: HAS) today announced it will webcast presentations from its annual Investor Event at Toy Fair on Friday, February 8, 2013 beginning at 8:00 AM eastern time. The webcast will include presentations by the company's President and Chief Executive Officer, Brian Goldner, and Chief Financial Officer, Deborah Thomas, as well as other Hasbro Senior Executives. The presentations will be followed by a question and answer session.

The webcast will be available live to investors and the media on Hasbro's Investor Relations home page at <http://investor.hasbro.com>. A replay of the webcast will be available approximately two hours following the completion of the event at the same location on Hasbro's Investor Relations Web site.

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. The Hub TV Network is part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), in the U.S. 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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