June 27, 2012

# Hasbro to Webcast Second Quarter 2012 Earnings Conference Call

PAWTUCKET, R.I.--(BUSINESS WIRE)-- **Hasbro, Inc.** (NASDAQ: HAS) today announced that it will webcast its second quarter 2012 results conference call on Monday, July 23, 2012 at 8:30 a.m. Eastern Time, following the release of Hasbro's financial results.

The webcast and accompanying presentation slides will be available to investors and the media on Hasbro's Investor Relations home page at http://investor.hasbro.com. A replay of the call will be available at the same location approximately 2 hours following completion of the call.

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 www.hasbro.com, under "Corporate - Investor Relations."

**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 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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Hasbro, Inc.
Investor Relations
Debbie Hancock, 401-727-5401
or
News Media
Wayne S. Charness, 401-727-5983

Source: Hasbro, Inc.

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