Hasbro Announces Investor Day Webcast on November 9, 2011

PAWTUCKET, R.I.--(BUSINESS WIRE)-- **Hasbro,** Inc. (NASDAQ: HAS) today announced it will webcast presentations from its annual Investor Day on Wednesday, November 9, 2011, beginning at 10:00 AM eastern time. The webcast will include presentations by the company's President and Chief Executive Officer, Brian Goldner; Chief Operating Officer, David Hargreaves; 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 (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, video games and a comprehensive licensing program, Hasbro strives to delight its customers through the strategic leveraging of 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 Hub, Hasbro's multi-platform joint venture with Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) launched on October 10, 2010. The online home of The Hub is www.hubworld.com. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved. Come see how we inspire play through our brands at http://www.hasbro.com. © 2011 Hasbro, Inc. All Rights Reserved.

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