The "Countdown to Summer" is on with Hasbro's NERF SUPER SOAKER Brand

Beginning Of Consumer Promotion Featuring Ten Grand Prize Winners Announced Today

PAWTUCKET, R.I., Mar 24, 2010 (BUSINESS WIRE) -- The NERF SUPER SOAKER brand, an icon of summer from Hasbro, Inc. (NYSE: HAS), announced today the start of the "NERF SUPER SOAKER Countdown to Summer," a ten week-long consumer promotion. Ten grand prize winners, one each week leading up to Memorial Day, will receive a prize pack of over forty NERF SUPER SOAKER water blasters for them to wage an epic summertime water battle with friends and family.

To enter, fans can visitwww.NERFCOUNTDOWNTOSUMMER.comand keep a look out for a special NERF SUPER SOAKER commercial airing this week leading up to and during *Nickelodeon's 23rd Annual Kids' Choice Awards*, of which Hasbro is a presenting sponsor, on Saturday, March 27. The "Countdown to Summer" website will also test water warriors' knowledge of the new NERF SUPER SOAKER line-up with trivia questions. Fans can find the answers either on NERF SUPER SOAKER product packaging at retail locations, within a NERF SUPER SOAKER commercial or online at the brand's homepage, www.SUPERSOAKER.com. There will be a new question and a new chance to win each week. The last date to enter is May 31.

Earlier in the year Hasbro announced that, for the first time ever, the hydro-powered excitement of the Company's SUPER SOAKER brand and the peak performance and innovation of the Company's NERF brand will come together to form the ultimate in water blaster advancements with the new NERF branded SUPER SOAKER line. The "Countdown to Summer" promotion grand prize packages include several of each of the four specially designed water blasters including the NERF SUPER SOAKER SHOT BLAST , NERF SUPER SOAKER RATTLER , NERF SUPER SOAKER BOTTLE BLITZ, and NERF SUPER SOAKER HYDRO FURY water blasters, currently available at mass retailers nationwide, each sold separately.

For more information about the "NERF SUPER SOAKER Countdown to Summer" promotion, visit www.NERFCOUNTDOWNTOSUMMER.com**.**

About Hasbro

Hasbro, Inc. (NYSE:HAS) 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. © 2009 Hasbro, Inc. All Rights Reserved.

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