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New 'Hasbro Stories' Campaign Celebrates Personal Connections to Hasbro's Iconic Brands

PAWTUCKET, R.I. -- Hasbro, Inc. (NASDAQ: HAS) today launched a new integrated marketing campaign celebrating 'Hasbro Stories' and the meaningful connection consumers around the world feel toward Hasbro and its brands. Hasbro is home to many of the world's most iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, LITTLEST PET SHOP and MAGIC: THE GATHERING, as well as hundreds of the most popular gaming brands of all time. Because of the emotional resonance of its brands, and the many ways consumers can now experience its brands, the company is confident that everyone has a 'Hasbro Story.' The campaign kicked off in December with a series of four video vignettes featuring Hasbro employees sharing their unscripted, personal experiences with Hasbro brands.

"Stories are at the center of what we do every day, so we couldn't think of a better way to start the conversation about Hasbro than with our employees, who live and love our brands and bring our purpose – to make the world a better place for children and their families – to life every day," said Brian Goldner, Chairman and CEO, Hasbro. "We have transformed from a traditional toy and game manufacturer to a global play and entertainment leader, and feel that now is the perfect time to tell our story in a unique way to celebrate the passion, nostalgia and excitement people feel for our brands."

In 2017, the company plans to invite consumers, fans and partners from around the world to share their stories, and incorporate the campaign into its signature events, such as HASCON in September.

"Everyone feels connected to Hasbro brands for a different reason," said John Frascotti, Hasbro's President. "For some, it's about playing MONOPOLY as a child, and for others, it's the adventures of the MY LITTLE PONY characters or sense of community around MAGIC: THE GATHERING. With this campaign, we're celebrating these connections – all of which are unique – all of which have their own story."

To learn more about the campaign, visit <http://stories.hasbro.com> and follow @Hasbro, #hasbrostories on social media.

About Hasbro

Hasbro (NASDAQ: HAS) is a global play and entertainment company committed to *Creating the World's Best Play Experiences*. From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, LITTLEST PET SHOP and MAGIC: THE GATHERING, as well as premier partner brands. The Company's Hasbro Studios and its film label, Allspark Pictures, are building its brands globally through great storytelling and content on all screens. Through its commitment to corporate social responsibility and philanthropy, Hasbro is helping to make the world a better place for children and their families. Learn more at www.hasbro.com, and follow us on Twitter (@Hasbro & @HasbroNews) and Instagram (@Hasbro).