



February 8, 2016

Hasbro to Webcast Investor Presentations from Toy Fair on Friday, February 12, 2016

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro, Inc.](#) (NASDAQ:HAS) today announced it will webcast presentations from its annual Investor Event at Toy Fair on Friday, February 12, 2016 beginning at 8:00 AM eastern time. The webcast will include presentations by the Company's Chairman, President and Chief Executive Officer, Brian Goldner, Chief Financial Officer, Deborah Thomas, and John Frascotti, President, Hasbro Brands as well as other Hasbro Senior Executives. The presentations will be followed by a question and answer session. The webcast portion of the event is anticipated to end by 10:30 AM.

The webcast and accompanying presentation slides 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

About Hasbro: Hasbro (NASDAQ: HAS) is a global company committed to Creating the World's Best Play Experiences, by leveraging its beloved brands, including LITTLEST PET SHOP, MAGIC: THE GATHERING, MONOPOLY, MY LITTLE PONY, NERF, PLAY-DOH and TRANSFORMERS, and premier partner brands. From toys and games, television programming, motion pictures, digital gaming and consumer product licensing, Hasbro fulfills the fundamental need for play and connection with children and families around the world. The Company's Hasbro Studios and its film label, ALLSPARK PICTURES, create entertainment brand-driven storytelling across mediums, including television, film, digital and more. Through the Company's commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world and to positively impact the lives of millions of children and families. Learn more at www.hasbro.com, and follow us on Twitter (@Hasbro & @HasbroNews) and Instagram (@Hasbro).

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Hasbro, Inc.
Press Contact
Julie Duffy, 401-727-5931
julie.duffy@hasbro.com
or
Investor Contact
Debbie Hancock, 401-727-5401
debbie.hancock@hasbro.com

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