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Hasbro Invites Consumers to Submit Product Ideas

New 'SPARK Hasbro' Portal Inspires Co-Creation with Consumers

PAWTUCKET, R.I. -- Hasbro, Inc. (NASDAQ: HAS) today launched [SPARK Hasbro](https://spark.hasbro.com/), a web portal designed to inspire consumers to create and share with Hasbro their own new ideas for toys and games. Through this site, anyone age 18+ in the U.S. can register to submit ideas to Hasbro that they believe will change the future of play. The site also features an interactive demonstration of how ideas could go from the inventor's imagination to becoming a real Hasbro toy or game.

"At Hasbro, we're passionate about creating the world's best play experiences, and we want to invite our consumers and fans to be part of the process," said Phil Sage, Senior Director of Global Product Acquisition and Inventor Relations, Hasbro. "SPARK Hasbro is an exciting new platform that allows us to inspire creativity and curiosity, and to develop exciting new toys, games and experiences proposed by our consumers."

The site describes how consumer creativity complements the work of Hasbro's design team, and the important role outside innovators play for Hasbro and the industry. The company is looking for fresh ideas, not previously produced, to incorporate into new and existing global product lines.

SPARK Hasbro does not replace Hasbro's current relationships with professional inventors, nor does it replace Hasbro's current policy of not accepting unsolicited toy and game concepts submitted directly to Hasbro, outside the SPARK Hasbro portal. For more information, including all terms governing the submission of any toy or game concepts, visit <https://spark.hasbro.com/>.

About Hasbro

[Hasbro](https://www.hasbro.com/) (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](https://twitter.com/Hasbro) & [@HasbroNews](https://twitter.com/HasbroNews)) and Instagram ([@Hasbro](https://www.instagram.com/hasbro)).

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