



May 8, 2017

Hasbro to Present at Upcoming Industry Conferences

General Sessions to be Webcast Live

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro, Inc.](#) (NASDAQ: HAS) today announced that its Chairman and Chief Executive Officer, Brian Goldner, will present at three upcoming industry conferences during the next few weeks, including:

- ┆ The 45th Annual J.P. Morgan Global Technology, Media and Telecom Conference in Boston at 3:00 p.m. Eastern time on Monday, May 22, 2017;
- ┆ The 33rd Annual Bernstein Strategic Decisions Conference in New York at 1:00 p.m. Eastern time on Thursday June 1, 2017; and
- ┆ Nasdaq's 36th Investor Program held in association with Jefferies in London on Thursday, June 15, 2017 at 8:15 a.m.

Please note the presentation time is subject to change. Please contact the conference host firms for additional details.

The webcasts will be available through the [Investor Relations](#) section of Hasbro's website at www.hasbro.com, under "Corporate - Investors." For those unable to listen to the live webcast, an archive of the presentation will be available on the Company's website for approximately 90 days.

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. Hasbro ranked No. 1 on the 2017 100 Best Corporate Citizens list by CR Magazine, and has been named one of the World's Most Ethical Companies® by Ethisphere Institute for the past six years. Learn more at www.hasbro.com, and follow us on Twitter (@Hasbro & @HasbroNews) and Instagram (@Hasbro).

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