



June 26, 2017

Hasbro to Webcast Second Quarter 2017 Earnings Conference Call and 2017 Investor Day at Hasbro West- Burbank, California

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro, Inc.](#) (NASDAQ: HAS) today announced that it will webcast its second quarter 2017 earnings conference call on Monday, July 24, 2017 at 8:30 a.m. Eastern Time, following the release of Hasbro's financial results.

Certain financial and statistical information included in the webcast, such as information required by Regulation G, will be available at the time of the webcasts in the "Press Releases" section of Hasbro's website at www.hasbro.com, under "Corporate - Investors."

Additionally, the Company will webcast its 2017 Investor Day on Thursday, August 3, 2017 at 9:00 a.m. Pacific Time. The day will showcase how Hasbro brings its Brand Blueprint to life creating long-term strategic differentiators as a global play and entertainment company. You will hear from Hasbro executives and the teams driving our Brand Blueprint strategy- in entertainment, consumer products, gaming and toy and game innovation.

Both webcasts and the accompanying presentation slides will be available to investors and the media on Hasbro's Investor Relations home page at <http://investor.hasbro.com>. Replays of the call and the Investor Day will be available at the same location approximately 2 hours following completion of each event.

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).

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