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## HASBRO CELEBRATES NATIONAL PLAY-DOH DAY

### **Beloved Brand Creates Sculptures Inspired by Pop Culture's Most Iconic Back to School Moments Made Entirely in PLAY-DOH Compound**

PAWTUCKET, R.I. – September 16, 2014 – Hasbro, Inc. (NASDAQ: HAS) celebrates National PLAY-DOH Day with a collection of six back-to-school themed sculptures made out of 100% PLAY-DOH compound! To commemorate the annual holiday, the PLAY-DOH brand is putting its spin on some of pop culture's most beloved schools and students.

National PLAY-DOH Day, celebrated annually on September 16, was created by Hasbro in 2006 to honor the childhood staple that continues to captivate the imaginations of millions of children – and artists of all ages – across the globe.



Mike and Sulley are off to a different kind of Monsters University - made entirely out of PLAY-DOH compound! In celebration of National PLAY-DOH Day on September 16, 2014, Hasbro Inc. and the PLAY-DOH brand are getting into the back-to-school spirit by sculpting schools and students made famous in pop culture! Be sure to visit the PLAY-DOH Facebook page to check out the other iconic school sculptures:

<https://www.facebook.com/playdoh>



On National PLAY-DOH Day, we wear pink. The PLAY-DOH brand has sculpted The Plastics' infamous "Burn Book," containing all of the rumors and gossip from the halls of North Shore High, in celebration of National PLAY-DOH Day on September 16, 2014. Six "back-to-school" themed sculptures were made out of 100% PLAY-DOH compound and took over 40 hours to create. Be sure to stop by the PLAY-DOH Facebook page to check out the other five creations: <https://www.facebook.com/playdoh>



Not sure what to wear for the first day of school? As if! Take a fashion cue from Cher Horowitz, whose iconic plaid suit looks 'like, totally awesome' in PLAY-DOH form! Hasbro Inc. and the PLAY-DOH brand sculpted a fashion favorite from the Beverly Hills high school classic "Clueless" in celebration of National PLAY-DOH Day on September 16, 2014. Visit the PLAY-DOH Facebook page to view the full collection of back-to-school themed PLAY-DOH sculpts, inspired by some of pop culture's most iconic schools: <https://www.facebook.com/playdoh>



Bueller? Bueller? Ferris is once again skipping school, this time to celebrate National PLAY-DOH Day! Hasbro Inc. and the PLAY-DOH brand have sculpted a scene inspired by the charming truant from “Ferris Bueller’s Day Off,” made entirely out of PLAY-DOH compound, in celebration of National PLAY-DOH Day on September 16, 2014. Be sure to visit the PLAY-DOH Facebook page to view the full collection of school-inspired sculpts: <https://www.facebook.com/playdoh>



Rydell High is back in session and the PLAY-DOH brand is going to rule the school! Hasbro Inc. and the PLAY-DOH brand have sculpted a T-Bird and one of the Pink Ladies in a unique PLAY-DOH rendition of “Those Summer Nights” to celebrate National PLAY-DOH Day on September 16, 2014. Stop by the PLAY-DOH Facebook page to see five other school scenes inspired by pop culture classics:

<https://www.facebook.com/playdoh>



Grab your pom poms, call your friends, and get in the spirit to celebrate National PLAY-DOH Day! Bayside High takes new shape in this “Saved by the Bell” inspired PLAY-DOH sculpture, featuring a few favorite accessories belonging to 90s high school sweethearts Zack and Kelly. To celebrate National PLAY-DOH Day on September 16, the PLAY-DOH brand is headed back to school with six sculptures inspired by schools and students in pop culture. Be sure to visit the PLAY-DOH Facebook page to check out how the brand is celebrating the annual holiday: <https://www.facebook.com/playdoh>

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## **About Hasbro**

[Hasbro, Inc.](https://www.hasbro.com) (NASDAQ: HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through the creative expression of the Company’s world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF and LITTLEST PET SHOP. From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative play and entertainment experiences, in a variety of forms and formats, anytime and anywhere. The Company's Hasbro Studios develops and produces television programming for more than 180 territories around the world, and for the U.S. on Hub Network, part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK). Through the company's deep commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world for future generations and to positively impact the lives of millions of children and families every year. It has been recognized for its efforts by being named one of the "World's Most Ethical Companies" and is ranked as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at [www.hasbro.com](https://www.hasbro.com).

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