



January 11, 2008

Hasbro reaches Licensing Agreement with Thorley Industries, LLC.

PAWTUCKET, R.I.--(BUSINESS WIRE)--Jan. 11, 2008--Hasbro, Inc. (NYSE: HAS) is pleased to announce it has reached a licensing agreement with Thorley Industries, LLC on two new products to be launched in 2008. The parties have also entered into a development agreement for additional products to be developed over the next twelve months.

"We are thrilled to be working with Hasbro," said Robert Daley, Co-Founder and CEO of Thorley Industries. "Hasbro is a worldwide leader in children's products and we are excited to have reached this agreement."

"The Thorley team is exceptionally innovative," said Duncan Billing, Hasbro's Chief Marketing Officer. "We have been very impressed by their unique ability to marry technological innovation with a deep understanding of consumer needs to develop revolutionary new products."

Hasbro (NYSE: HAS) is a worldwide leader in children's and family leisure time entertainment products and services, including the design, manufacture and marketing of games and toys ranging from traditional to high-tech. Both internationally and in the U.S., its PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, TIGER and WIZARDS OF THE COAST brands and products provide the highest quality and most recognizable play experiences in the world.

Thorley Industries, of Pittsburgh PA, founded in 2005, is a consumer products company that leverages low cost electronics to develop innovative products for established industries. Its initial products were focused on the juvenile products industry and are sold under the name "4moms.". 4moms' award-winning products can be found at numerous e- and retailers including Babies 'R Us, Amazon.com, BabyCenter.com, Target.com and specialty stores and boutiques nationwide.

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SOURCE: Hasbro, Inc.