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## Hasbro's NERF BATTLE OF THE ADS Contest Receives 1,000th Video Submission

### Fans Prove "It's NERF or Nothin" in User-Generated Content Promotion

PAWTUCKET, R.I., Aug 24, 2010 (BUSINESS WIRE) -- The popular NERF brand from Hasbro, Inc. (NYSE: HAS) reached a remarkable milestone today, receiving its 1,000<sup>th</sup> video submission for the NERF *BATTLE OF THE ADS* contest. The promotion is encouraging fans of the brand and amateur film-makers to submit their most creative videos featuring the NERF brand's action-based NERF SPORTS, N-STRIKE, N-FORCE, DART TAG and NERF SUPER SOAKER products.

"We're ecstatic with the level of participation we have seen from NERF NATION in the BATTLE OF THE ADS contest," said Jeff Jackson, vice president of marketing, Hasbro, Inc. "Both the quantity and the quality of the videos we have received are amazing and speak to the continuing popularity of NERF, a brand with over forty years of history that continues to be embraced by new generations. Just like NERF, this contest is a fierce competition where you have to be on top of your game to win. We're looking forward to receiving even more entries and to naming a winner from an extensive field of worthy contestants."

The winner of the contest will receive \$10,000 and the possibility of having their commercial air during prime-time television. To view current videos, submit a video, or to learn more about the promotion, visit <http://www.NerfBattleoftheAds.com>. The deadline to submit videos is September 12, 2010.

Follow NERF NATION on [www.Facebook.com/NerfNation](http://www.Facebook.com/NerfNation), [www.YouTube.com/Nerf](http://www.YouTube.com/Nerf), and [www.Twitter.com/NerfNation](http://www.Twitter.com/NerfNation).

About Hasbro, Inc.

Hasbro, Inc. (NYSE:HAS) is a worldwide leader in children's and family leisure time products and services with a rich portfolio of brands and entertainment properties that provides some of the highest quality and most recognizable play and recreational experiences in the world. As a brand-driven, consumer-focused global company, Hasbro brings to market a range of toys, games and licensed products, from traditional to high-tech and digital, under such powerful brand names as TRANSFORMERS, PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, CRANIUM and WIZARDS OF THE COAST. Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2010 Hasbro, Inc. All Rights Reserved.

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Litzky Public Relations  
Marissa Connelly, 201-222-9118  
[mconnelly@litzkypr.com](mailto:mconnelly@litzkypr.com)

or

Elise Leonard, 201-222-9118  
[eleonard@litzkypr.com](mailto:eleonard@litzkypr.com)