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Lights, Camera, Bring It! Hasbro's NERF Brand Invites Fans to Compete in the NERF "Battle of the Ads"

Competition to Create the Next NERF Commercial Offers Fans the Chance to Win \$10,000 and Have Their Video Air on TV

PAWTUCKET, R.I., May 17, 2010 (BUSINESS WIRE) --For more than 40 years, Hasbro, Inc.'s (NYSE:HAS) NERF brand has aimed to help kids' achieve the impossible by offering incredible new ways to show off their creativity, athleticism, and teamwork. Starting today, fans have the chance to put their personal spin on the brand's next television commercial in the first NERF "Battle of the Ads" contest. The grand prize winner will receive \$10,000 and maybe have their ad air on a major network during primetime programming this fall.

Through September 12th, NERF fans 13 years and older are invited to create and upload 25 second NERF "Battle of the Ads" submissions on <http://www.NerfBattleoftheAds.com>. The interactive site will allow users to submit their own NERF ads, track how many times their ad has been viewed and check out the competition. Fans will have access to a variety of special features to help bring their NERF video to all-star status including background music, NERF logos and assets, and special effects. Entrants can also encourage others to vote for their ad by sharing a link to their video using the site's tell-a-friend tool and NERF NATION Prize Packs will be awarded to one lucky winner each day during the promotion, giving all qualifying visitors to the site a chance to get in on the action!

"NERF fans are not only very passionate, but incredibly creative when it comes to showing off their growing collections, product reviews, and battle styles" said Jeff Jackson, vice president of marketing, Hasbro. "The Battle of the Ads' gives consumers the opportunity to show friends, family, and fellow fans their NERF pride in a brand new way and we couldn't be more excited to see what they bring to the table!"

Submissions for the NERF "Battle of the Ads" will be judged based on a variety of factors including public vote, creativity, enthusiasm, and use of the brand's five different segments, including N-STRIKE, N-FORCE, DART TAG, SPORTS, and SUPER SOAKER. The grand prize winner of the 2010 NERF "Battle of the Ads" contest will be awarded \$10,000 and might see their ad become part of the NERF brand's official TV campaign for 2010. Members of NERF NATION will also be able to view the winning ad on the official NERF YouTube channel: <http://www.YouTube.com>.

NERF NATION can be followed on <http://www.Facebook.com>, and <http://www.Twitter.com>. For additional details on how to enter the NERF 2010 "Battle of the Ads" contest and the official rules and conditions, log onto <http://www.NerfBattleoftheAds.com>.

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.

SOURCE: Hasbro, Inc.

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