



January 8, 2010

Hasbro to Webcast 2009 Fourth Quarter and Full Year Earnings Conference Call

PAWTUCKET, R.I., Jan 08, 2010 (BUSINESS WIRE) -- Hasbro, Inc. (NYSE:HAS) today announced that it will webcast its fourth quarter and full year results conference call via the Internet. The webcast will take place on Monday, February 8, 2010 at 8:30 a.m. Eastern Time, following the release of Hasbro's financial results.

The webcast will be available to investors and the media on Hasbro's Investor Relations home page, at <http://investor.hasbro.com> then click on the webcast microphone. A replay of the call will be available at the same location approximately 2 hours following completion of the call.

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

Hasbro, Inc. 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>.

SOURCE: Hasbro, Inc.

Hasbro, Inc.
Debbie Hancock (Investor Relations)
401-727-5401
or
Wayne S. Charness (Media)
401-727-5983