



December 15, 2014

## Hasbro Celebrates "A Year in PLAY-DOH Moments"

### Iconic Brand Creates Sculptures Inspired by the Top Stories and Trends of 2014 Made Entirely in PLAY-DOH Compound

PAWTUCKET, R.I.--(BUSINESS WIRE)-- The PLAY-DOH brand from Hasbro, Inc. (NASDAQ: HAS) celebrates the most memorable moments and top trends of 2014 with the second "A Year in PLAY-DOH Moments," a year-in-review brought to life in 100% PLAY-DOH compound! The colorful compound has been cut, squished, and molded into eight sculptures inspired by some of the biggest news stories that took shape throughout the year. Visit the PLAY-DOH Facebook page to celebrate 2014 with PLAY-DOH fans across the globe: [www.facebook.com/PlayDoh](http://www.facebook.com/PlayDoh).



#### About Hasbro

[Hasbro, Inc.](http://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 is responsible for entertainment brand-driven storytelling around Hasbro brands across television, film, commercial productions and short-form. 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

You have 24 hours to accept the PLAY-DOH ice bucket challenge! To wrap up an exciting and fun-filled year, Hasbro Inc. and the PLAY-DOH brand have sculpted the popular charity challenge out of PLAY-DOH compound to create "A Year in PLAY-DOH Moments." Be sure to visit the PLAY-DOH Facebook page to check out the other sculptures! <https://www.facebook.com/playdoh> (Photo: Business Wire) 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](http://www.hasbro.com).

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20141215005039/en/>

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Source: Hasbro, Inc.

