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## **Hasbro, Inc. Announces New Senior Executive Appointments for Hasbro Studios**

### **Industry Veterans Licht and Steiner to Take Leading Roles within the Studio**

PAWTUCKET, R.I.--(BUSINESS WIRE)--Oct. 14, 2009-- Hasbro, Inc. (NYSE:HAS) announced today the appointment of two senior executives at the company's newly formed Hasbro Studios, which is based in Los Angeles. Well regarded entertainment industry executives, Lisa Licht and Linda Steiner will be stepping into leading roles at the Studio, working closely with Studio President Stephen J. Davis.

Linda Steiner, a veteran of Warner Bros., Cartoon Network and ABC Entertainment, has been named head of girls and preschool programming. Lisa Licht, who has served for two years as general manager of entertainment and licensing at Hasbro, has been promoted to general manager, Hasbro Studios.

Steiner joins Hasbro Studios from Warner Bros. Animation where she was senior vice president of creative affairs. While at Warner's, Linda was responsible for overseeing development and production of some of the most high profile and highly rated animation programming on television including, The Batman, for which she won an Emmy Award, Legion of Super Heroes and Teen Titans. Steiner joined Warner Bros. in 1998 as vice president, development. Previously she held senior positions at ABC Entertainment in the network's Children's Entertainment division.

Prior to joining Hasbro, Lisa Licht held several senior-level posts at Twentieth Century Fox including executive vice president, global marketing, and senior vice president, feature film promotions and field operations. She was senior vice president of marketing at Mattel where she managed the worldwide BARBIE brand. Licht has spent the past two years growing Hasbro's licensing business and helped play an integral role in developing the company's TV strategy. Recently, she has been a member of the executive team responsible for the integration efforts for the Hasbro-Discovery Joint Venture. Moving to the studio, Licht will have broad responsibilities within the Studio which will include working along side Davis on strategy, operations, and coordinating the activities between the Studio and the new television network created by the joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), that is planned to debut Fall 2010.

Stephen Davis commented, "Lisa and Linda represent very significant additions to the executive team at Hasbro Studios. Both have held key positions at some of the most successful companies in the children's entertainment arena and are well respected for their leadership and accomplishments. They will make substantial contributions as we shape the iconic Hasbro brands along with other emerging and existing properties into new forms of visual entertainment."

Hasbro Studios' productions will feed all platforms, domestically and globally, including television, the Internet and mobile. New programming is planned based on brands such as ROMPER ROOM, TRIVIAL PURSUIT, SCRABBLE, CRANIUM, MY LITTLE PONY, G.I. JOE, GAME OF LIFE, TONKA and TRANSFORMERS, among many others.

In addition, the "virtual" studio will produce programs from top third party content creators. Many of these shows will run on the new Hasbro/Discovery JV television network as well as on multiple channels in international markets.

About Hasbro:

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>. © 2009 Hasbro, Inc. All Rights Reserved.

Certain statements contained in this release contain "forward-looking statements" within the meaning of the Private Securities

Litigation Reform Act of 1995. These statements include expectations concerning the programming which Hasbro and Hasbro Studios anticipate developing for the joint venture with Discovery Communications and for other outlets, as well as the anticipated timing for the development of that programming, and may be identified by the use of forward-looking words or phrases. Hasbro's actual actions or results may differ materially from those expected or anticipated in the forward-looking statements due to both known and unknown risks and uncertainties. Specific factors that might cause such a difference include, but are not limited to: (i) greater than expected costs, or unexpected delays or difficulties, associated with Hasbro's creation of Hasbro Studios, Hasbro Studios' efforts to develop programming for the network and for other outlets, and the rebranding of the joint venture network, (ii) consumer interest in and acceptance of the programming created by Hasbro Studios, including for the joint venture network, as well as (iii) other factors impacting the business and financial performance of Hasbro Studios and the joint venture network, including other risks and uncertainties as may be detailed from time to time in Hasbro's public announcements and SEC filings. Hasbro undertakes no obligation to make any revisions to the forward-looking statements contained in this release or to update them to reflect events or circumstances occurring after the date of this release.

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