



August 23, 2012

Hasbro to Present at UBS Best of Americas 2012 Conference

Presentation to be Webcast Live at 12:20 PM BST on September 6

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro, Inc.](#) (NASDAQ: HAS) today announced that its Chief Executive Officer, Brian Goldner, and Chief Financial Officer, Deb Thomas, will present at the UBS Best of Americas 2012 Conference on Thursday, September 6, 2012 at 12:20 p.m. British/ 7:20 a.m. Eastern time. The presentation will last for approximately 40 minutes. The conference is being held September 6-7 at the UBS Offices in London, England.

Please note the presentation time is subject to change. Please contact UBS for additional details.

The webcast and accompanying presentation slides will be available through the [Investor Relations](#) section of Hasbro's website at [www.hasbro.com](#), under "Corporate - Investor Relations." For those unable to listen to the live webcast, an archive of the presentation will be available on the Company's website for approximately 90 days.

About Hasbro

[Hasbro, Inc.](#) (NASDAQ: HAS) is a branded play company providing children and families around the world with a wide-range of immersive entertainment offerings based on the Company's world class brand portfolio. From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with well-known and beloved brands such as TRANSFORMERS, LITTLEST PET SHOP, NERF, PLAYSKOOL, MY LITTLE PONY, G.I. JOE, MAGIC: THE GATHERING and MONOPOLY. The Company's Hasbro Studios develops and produces television programming for markets around the world. The Hub TV Network is part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), in the U.S. 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 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](#).

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