



Hasbro to Webcast Third Quarter 2016 Earnings Conference Call

September 19, 2016

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro, Inc.](#) (NASDAQ: HAS) today announced that it will webcast its third quarter 2016 earnings conference call on Monday, October 17, 2016 at 8:30 a.m. Eastern Time, following the release of Hasbro's financial results.

The webcast and accompanying presentation slides will be available to investors and the media on Hasbro's Investor Relations home page at <http://investor.hasbro.com>. 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 "Corporate - Investors."

About Hasbro

Hasbro (NASDAQ: HAS) is a global play and entertainment company committed to Creating the World's Best Play Experiences. From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, LITTLEST PET SHOP and MAGIC: THE GATHERING, as well as premier partner brands. The Company's Hasbro Studios and its film label, Allspark Pictures, are building its brands globally through great storytelling and content on all screens. Through its commitment to corporate social responsibility and philanthropy, Hasbro is helping to make the world a better place for children and their families. Learn more at www.hasbro.com, and follow us on Twitter (@Hasbro & @HasbroNews) and Instagram (@Hasbro).

HAS-IR

View source version on businesswire.com: <http://www.businesswire.com/news/home/20160919005865/en/>

Hasbro, Inc.

Investor Contact:

Debbie Hancock, 401-727-5401

debbie.hancock@hasbro.com

or

Press Contact:

Julie Duffy, 401-727-5931

julie.duffy@hasbro.com

Source: Hasbro, Inc.

News Provided by Acquire Media