

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

FORM 8-K
CURRENT REPORT

PURSUANT TO SECTION 13 OR 15(d) OF
THE SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of Earliest Event Reported): January 12, 2005

HASBRO, INC.

(Exact name of registrant as specified in its charter)

RHODE ISLAND ----- (State of Incorporation)	1-6682 ----- (Commission File Number)	05-0155090 ----- (IRS Employer Identification No.)
--	--	---

1027 NEWPORT AVE., PAWTUCKET, RHODE ISLAND ----- (Address of Principal Executive Offices)	02862 ----- (Zip Code)
---	------------------------------

(401) 431-8697

(Registrant's telephone number, including area code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 2.02. Results of Operations and Financial Condition

On January 12, 2005, we announced our preliminary financial results for the fiscal year ended December 26, 2004, and certain other information. The press release, which has been attached as Exhibit 99, refers to a financial measure, free cash flow, that is considered a non-GAAP financial measure as defined under SEC rules. Generally, a non-GAAP financial measure is a numerical measure of a company's performance, financial position, or cash flows that either excludes or includes amounts that are not normally excluded or included in the most directly comparable measure calculated and presented in accordance with generally accepted accounting principles. Free cash flow represents cash flow from operations less capital expenditures. Management believes that free cash flow is one of the appropriate measures for evaluating the performance of the Company because it provides a measure of resources which may be available for strategic opportunities including, among others, to invest in the business, strengthen the balance sheet, and make strategic acquisitions. However, the Company has other demands on its free cash flow which are not reflected in this measure and it should not be assumed that all free cash flow is available for strategic opportunities. This measure should be considered in addition to, not as a substitute for, or superior to, net earnings, cash flow from operating activities or other measures of financial performance prepared in accordance with generally accepted accounting

principles as more fully discussed in the Company's financial statements and filings with the Securities and Exchange Commission.

As used herein, "GAAP" refers to accounting principles generally accepted in the United States.

Item 8.01. Other Events.

The January 12, 2005 Press Release of the Company attached hereto as EXHIBIT 99 is incorporated herein by reference.

Item 9.01. Financial Statements and Exhibits.

(c) Exhibits

99 Press Release, dated January 12, 2005, of Hasbro, Inc.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

HASBRO, INC.

(Registrant)

Date: January 12, 2005

By: /s/ David D.R. Hargreaves

David D. R. Hargreaves

Senior Vice President and
Chief Financial Officer
(Duly Authorized Officer and
Principal Financial Officer)

HASBRO, INC.
Current Report on Form 8-K
Dated January 12, 2005

Exhibit Index

Exhibit
No.

Exhibits

99 Press Release, dated January 12, 2005, of Hasbro, Inc.

generally accepted accounting principles as more fully discussed in the Company's financial statements and filings with the Securities and Exchange Commission. As used herein, "GAAP" refers to accounting principles generally accepted in the United States.