



February 14, 2008

Believe in Play ... Hasbro's Playskool Brand Celebrates 80th Anniversary with Introduction of Break-Through Line of Toys for Infants and Toddlers

PAWTUCKET, R.I.--(BUSINESS WIRE)--Feb. 14, 2008--Since 1928, Hasbro Inc.'s (NYSE: HAS) iconic Playskool brand has simply let kids be kids, providing children with toys that encourage them to play and explore in ways that come naturally. In 2008, the classic brand celebrates its 80th anniversary with an impressive product line up including five phenomenal new items which will delight preschoolers and parents alike. Throughout this momentous anniversary year the PLAYSKOOL brand will introduce a life-size baby dinosaur, an interactive dance studio, exciting role play sets, the ultimate fantasy princess castle, and a better way to learn how to ride a bicycle.

"After 80 wonderful years, we are proud and excited to enter this anniversary year with an amazing product line up which includes both tried-and-true classic toys and innovative new playthings," said Lorrie Copeland, general manager PLAYSKOOL brands. "In addition to introducing great product, in this very special year we are making a promise to play. At PLAYSKOOL, we believe in play; it is the first and most important building block for all learning."

This fall PLAYSKOOL will introduce five outstanding new products for toddlers:

KOTA THE TRICERATOPS

(Ages 3 years & up/Approximate Retail Price: \$300/Available: Fall 2008)

PLAYSKOOL goes prehistoric with the introduction of the KOTA THE TRICERATOPS. Featuring sophisticated electronics, animatronics and design, this 'life-size' baby dinosaur 'comes to life' creating a magical experience for preschoolers. Measuring over 40-inches long, KOTA THE TRICERATOPS reacts to touch and sound with realistic dinosaur noises and movements. Featuring sensors in eleven areas on his body, KOTA will react to touch by moving his head, tail and horns or giving a friendly dino roar. With KOTA THE TRICERATOPS children will enjoy the simulated experience of 'riding' a dinosaur; kids can ride comfortably on his back in a spring-loaded seat, holding onto a handle hidden behind the dinosaur's head. To enhance the fantasy play of going for an adventure, while 'riding' KOTA children will hear fun jungle sounds. Kids can also flip a switch on the handle to play adventure-themed songs while enjoying their prehistoric journey. KOTA THE TRICERATOPS comes complete with leafy greens that the dinosaur will 'munch' when 'fed.' And, like a good friend, KOTA will roar back when spoken to. Six "D" batteries are required but not included.

DANCE CAM

(Ages 3 years & up/Approximate Retail Price: \$39.99/Available: Fall 2008)

Featuring music and dancing with cute on-screen characters, preschoolers will delight in the DANCE CAM system from PLAYSKOOL. Loaded with over 20 favorite preschool songs such as Old McDonald and compatible with MP3 and CD players, kids will enjoy admiring their moves on the TV screen as they dance alongside adorable animated characters. Unlike dance systems designed for older children the DANCE CAM is not based on competition and doesn't require a lot of coordination - it's designed for preschoolers to simply enjoy dancing and see themselves being silly on their own TV.

Full of energy and always ready to have fun, preschoolers can enjoy the DANCE CAM system in three different dance modes: kids can choose to dance along with the animated characters to the pre-loaded songs, learn a cool new move in one of four dance routines with a character, or freestyle to their own tunes by connecting a CD or MP3 player. No matter which type of dance party they choose, kids will love to watch themselves bust a move!

The DANCE CAM system is a great outlet for little ones to have fun, be active and burn off some of their endless energy. The

DANCE CAM console is ready to play in two easy set up steps and comes complete with everything parents need to play their families favorite music by connecting an MP3 or CD player. No batteries are required.

HELMET HEROES

(Ages 3 years & up/Approximate Retail Price: \$29.99/Available: Fall 2008)

Little boys love to pretend they have big boy jobs. With the PLAYSKOOL interactive HELMET HEROES role play sets preschoolers can race to the rescue playing policeman or live life in the fast lane as a racecar driver. Each HELMET HEROES set features a realistic-looking helmet with colorful lights, the familiar sounds of each profession and a microphone so boys can hear themselves as they broadcast their adventure. Whether they're after the 'bad' guys or racing for the finish line, little boys love a good chase so each HELMET HEROES set comes complete with a driving device, encouraging them to get active. The HELMET HEROES policeman set comes complete with a handheld motorcycle 'driving' device so the little law-enforcer can go on patrol. The HELMET HEROES racecar driver set features a steering wheel 'driving' device so he can enjoy a day at the races. Three "AAA" batteries are required and included in the helmet and two "AA" batteries are required but not included for the steering device.

DREAM TOWN SWEET LILY Castle

(Ages 3 years & up/Approximate Retail Price: Castle \$200, Vanity \$40/Available: Fall 2008)

The lovely DREAM TOWN collection from PLAYSKOOL provides a backdrop for play that empowers preschool girls to use their imagination inside and around their very own play space, featuring everything they need to role play alone or with friends. New to the collection this year, the SWEET LILY Castle is the ultimate fantasy castle. Little girls will enjoy playing princess with this magical castle featuring five turrets, a door that really opens, and beautiful two-sided printed fabric throughout. As no castle is complete without a fabulous royal costume, the SWEET LILY Castle includes a gorgeous princess dress, 'sparkly' tiara, 'magic' fabric wand and frog prince. The SWEET LILY Castle is composed of two halves which nestle inside each other for easy storage. Pint-size princesses will also enjoy sitting pretty at the 'mirrored' SWEET LILY Vanity on the inflatable flowered cushion stool (sold separately).

GLIDE 2 RIDE Bike

(Ages 3 years & up/Approximate Retail Price: \$99/Available: Fall 2008)

Learning to ride a bicycle can be challenging for both kids and parents. The GLIDE 2 RIDE bike from PLAYSKOOL provides children with a better way to learn by teaching them balance first - the most essential skill in learning how to ride a bike. The GLIDE 2 RIDE bike features two modes and grows with the child. Kids begin using the GLIDE 2 RIDE bike in 'glide' mode - in this mode, unlike traditional bicycles, the GLIDE 2 RIDE bike does not have pedals or training wheels. In 'glide' mode children are closer to the ground and use their feet to push along, giving them more control and allowing them to build self confidence. When children are ready to graduate to 'ride' mode, the bike easily converts with screw-on pedals. The GLIDE 2 RIDE bike does not require assembly, the chain and gears are already on the bike in a protective housing - just screw the pedals on and the GLIDE 2 RIDE bike is ready to ride! The GLIDE 2 RIDE bike comes complete with both hand brakes and pedal brakes (aka coaster brakes) and features adjustable handlebars and seat along with spoke wheel covers. The GLIDE 2 RIDE bike is available in sleek designs for both girls and boys.

For more information about new PLAYSKOOL products, please visit www.playskool.com.

Hasbro (NYSE: HAS) is a worldwide leader in children's and family leisure time entertainment products and services, including the design, manufacture and marketing of games and toys ranging from traditional to high-tech. Both internationally and in the U.S., its PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, TIGER and WIZARDS OF THE COAST brands and products provide the highest quality and most recognizable play experiences in the world.

CONTACT: LITZKY PUBLIC RELATIONS

Catherine Hughes, 201-222-9118

chughes@litzkypr.com

or

Josslynne Welch, 201-222-9118

jwelch@litzkypr.com

SOURCE: Hasbro Inc.