



Hasbro Children's Hospital
The Pediatric Division of Rhode Island Hospital
A Lifespan Partner



FOR IMMEDIATE RELEASE

HASBRO CHILDREN'S FUND TO SUPPORT STARLIGHT STARBRIGHT'S PC PAL PROGRAM FOR HOSPITALIZED CHILDREN ACROSS THE U.S.

(PROVIDENCE, RI - November 20, 2006) – When children have chronic or life-threatening medical conditions, life as they know it comes to a halt. To help combat the fear and isolation that hospitalized children face, Hasbro, Inc., (NYSE: HAS) has granted \$450,000 over the next three years to the Starlight Starbright Children's Foundation to provide 90 PC Pals to hospitals around the country. Five of the computers were made available to young patients at Hasbro Children's Hospital in Providence on Nov. 17.

Starlight Starbright created the durable, mobile, and secure PC Pal laptop computer system to meet the unique needs of pediatric patients ages 5 to 18. PC Pals transform loneliness into community by keeping kids connected to life outside the hospital and boredom into activity by providing hours of entertainment and fun. The units also enable young patients to easily keep up with schoolwork.

"The nice thing about funding the Starlight Starbright 'PC Pals' program is that it gives Hasbro the opportunity to help kids take their mind off their hospital stay, even if just for a little while," said Al Verrecchia, Hasbro's chief executive officer. "At Hasbro, we take our responsibility of giving back to the communities we serve very seriously. And because we make a living entertaining children, it is our obligation to give every child something to smile about."

"The need for PC Pals is enormous. About 50 percent of the hospitals we support tell us they have no computers for patient use," said Paula Van Ness, CEO of Starlight Starbright. "Hasbro's initiative will enable thousands more children to overcome their loneliness and boredom by connecting them with email and instant messaging and by helping them stay on top of their classes."

"At Hasbro Children's Hospital, we are always looking for ways to maintain a sense of normalcy for our young patients. PC Pals is a wonderful way to do just that," say Aaron Friedman, MD, pediatrician-in-chief. "We are so appreciative to Hasbro Children's Fund for supporting this great addition to our child life services and to Hasbro, Inc. for their continued commitment to Hasbro Children's Hospital."

Wired for Internet connectivity, PC Pals offer email and chat programs that children use to stay in touch with friends and loved ones. Each laptop also provides direct access to Starbright World, Starlight Starbright's private online community that provides seriously ill teens with a support network and critical sense of belonging. In addition, kids can better manage school assignments using the email, online research tools, and bedside tutoring opportunities that PC Pals enable. Each PC Pal comes pre-installed with Starlight Starbright's medical education and disease management programs.

Over the next three years, the grant from the Hasbro Children's Fund will make Starlight Starbright PC Pals available in several more states, including Massachusetts, Washington, and Texas.

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About Hasbro, Inc.

Hasbro, Inc. (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. Hasbro's philanthropic efforts reflect this mission by providing gifts of "hope, play, and a helping hand" through the Hasbro Children's Fund and other initiatives aimed to help children worldwide.

About Starlight Starbright Children's Foundation

Starlight Starbright Children's Foundation is a nonprofit organization that transforms the lives of seriously ill children and their families through imaginative programs that educate, uplift their spirits, foster a sense of community, and help alleviate the pain and fear of prolonged illness. Starlight Starbright offers an impressive array of in-hospital, outpatient, school and home-based programs and services that touch the lives of more than 180,000 children and families each month. To learn more visit www.starlight.org.

Supporters can use PayPal's Text to Give program to donate to Starlight Starbright today. Learn more at www.starlight.org/t2g.

About Hasbro Children's Hospital

Hasbro Children's Hospital (www.hasbrochildrenshospital.org) in Providence, RI, is the pediatric division of Rhode Island Hospital, the largest teaching hospital of Brown Medical School. A private, not-for-profit hospital, Hasbro has been named as a top children's hospital by *Child* magazine, ranking 9th in orthopedics. It is nationally recognized for its child protection program and Draw-A-Breath asthma and allergy initiative. It is also the home of the Injury Prevention Center, which aims to reduce accidental injuries in children. The hospital has pioneered numerous procedures and is at the forefront of fetal surgery, orthopedics and pediatric neurosurgery. Hasbro Children's Hospital is a member of the Lifespan health system.

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