

HASBRO INC
Form FWP
March 09, 2010

Filed Pursuant to Rule 433
Registration No. 333-145947
March 8, 2010

Hasbro, Inc.
\$500,000,000
6.35% Notes due 2040
Pricing Term Sheet

Issuer:	Hasbro, Inc.
Security:	6.35% Notes due 2040
Size:	\$500,000,000
Pricing Date:	March 8, 2010
Expected Settlement Date:	March 11, 2010
Maturity Date:	March 15, 2040
Coupon:	6.35% per annum
Interest Payment Dates:	March 15 and September 15, commencing September 15, 2010
Price to Public:	99.613%
Benchmark Treasury:	UST 4-3/8% Notes due November 15, 2039
Benchmark Treasury Price and Yield:	95-04+, 4.679%
Spread to Benchmark Treasury:	+170 bps
Yield:	6.379%
Make-Whole Call:	T + 25 bps
Day Count:	30/360
Denominations:	\$2,000 x \$1,000
CUSIP# /ISIN#:	418056 AS 6/US418056AS62
Anticipated Ratings:	Baa2 (Positive) by Moody's Investors Service, Inc. BBB (Stable) by Standard & Poor's Ratings Services BBB+ (Stable) by Fitch Ratings

Joint Book-Running Managers: Banc of America Securities LLC
Citigroup Global Markets Inc.

Co-Managers: Barclays Capital Inc.
BNP PARIBAS Securities Corp.
BNY Mellon Capital Markets, LLC
Commerzbank Capital Markets Corp.
Morgan Stanley & Co. Incorporated
RBS Securities Inc.
Scotia Capital (USA) Inc.

Note: A securities rating is not a recommendation to buy, sell or hold securities and may be subject to revision or withdrawal at any time.

The issuer has filed a registration statement (including a prospectus) with the SEC for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement and other documents the issuer has filed with the SEC for more complete information about the issuer and this offering.

You may get these documents for free by visiting IDEA on the Securities and Exchange Commission Web site at www.sec.gov. Alternatively, the issuer, any underwriter or any dealer participating in the offering will arrange to send you the prospectus if you request it by calling Banc of America Securities LLC toll-free at (800) 294-1322 or Citigroup Global Markets Inc. toll-free at (877) 858-5407.