

The Hasbro Story.

ONCE UPON A TIME... (1923 to be exact), two brothers, Henry and Hillel Hassenfeld, set out to make their mark in American business. They decided to make that mark with pencils. Specifically, they came up with a fresh idea on how to get the lead out of pencil box sales: by wrapping those boxes in fabric. They named their new company the Hassenfeld Brothers Textile Company.

With those pencils writing up tidy profits, Henry's sons Harold and Merrill kept the pencils – and the ball – rolling. By 1943, at the ripe old age of 24, Merrill became President of Hassenfeld Brothers, while Harold headed to Tennessee to run the Hassenfeld's newest acquisition, the Empire Pencil Company.

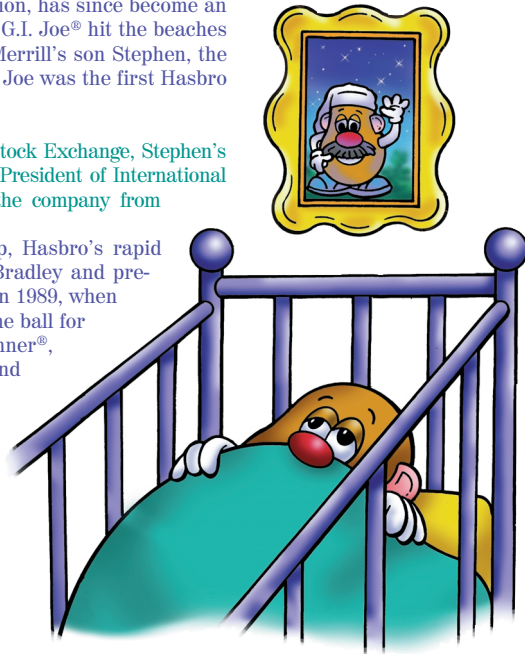
Under Merrill's leadership, the newly re-named Hasbro first began to develop toys: paint sets, crayons, and doctor and nurse kits. By the end of the 1940s, total sales had increased to over \$3 million a year.

The year 1952 saw the introduction of Hasbro's original flagship brand: Mr. Potato Head®, the first toy ever advertised on network television, has since become an American icon, and is more popular than ever today. In 1964, G.I. Joe® hit the beaches – and the playrooms – running. And under the command of Merrill's son Stephen, the senior member of the third generation of Hassenfeld siblings, Joe was the first Hasbro toy to become a *worldwide* phenomenon.

In 1972, the same year that Hasbro debuted on the American Stock Exchange, Stephen's younger brother Alan came on board, and by 1974 was named Vice President of International Operations. That same year, Stephen assumed the presidency of the company from his father.

As Merrill stepped down and Stephen stepped up, Hasbro's rapid growth had the whole world spinning. Games giant Milton Bradley and pre-school sensation Playskool soon joined the Hasbro fold. And in 1989, when Stephen's untimely passing left Alan to carry on, he carried the ball for score after score, successfully acquiring brands like Kenner®, Tonka®, Parker Brothers®, Play-Doh®, Nerf®, Monopoly® and Tiger Electronics®, as well as licenses like Star Wars®, Barney™ and Teletubbies™.

The story of Hasbro is the story of a family-owned, family-run company that in the course of its 75-plus years has grown from 8 employees working in a shop in Providence, Rhode Island, to a company that employs close to 9,000 people in facilities all across the globe. That's the past. As for the future, well, the fun's only just begun.



Why a New Logo?

THE HASBRO FAMILY has come to include a dazzling array of companies and brands: Playskool®, Milton Bradley®, Parker Brothers®, Tiger®, Tonka®, Galoob®, Microprose®, Oddz On®, Hasbro Interactive® and many more. The general public, is scarcely aware that all of these great names exist under the same colorful umbrella. And so, from now on, to demonstrate that these classic brands are all proud members of the same family, we will feature the Hasbro logo, the Hasbro smile, on every product we make.

AT HASBRO, we searched for a visual icon that would communicate our mission and our values as a company: the idea that everything we do is all about fun. And the icon we kept coming back to, again and again, was a smile. It was a natural. So we took our existing logo – keeping the Hasbro “cornerstone” and its distinctive color – and added a big smile and a fun, jazzy new typeface for our name. After all, as a leader in the children’s and family leisure time and entertainment industry, a simple, ear-to-ear smile is the bottom line of everything we do.

THEY SAY A PICTURE is worth a thousand words. So too can a logo, in a single image, express just what a company is all about.

