



ALAN HASSENFELD

Chairman, Hasbro, Inc.

When Alan G. Hassenfeld, Chairman of Hasbro, Inc., took the helm at one of the world's leading toy companies in 1989, he was faced with managing and growing a company with annual net revenues of more than \$1.3 billion.

Today, Hasbro is a worldwide leader in children's and family leisure time entertainment with \$3 billion in revenues and an impressive

blue-chip portfolio of popular brand names under one roof including Playskool, Tonka, Milton Bradley, Parker Brothers and Tiger.

Prior to being named Chairman and CEO in 1989, Mr. Hassenfeld worked his way up the ranks of the business started in 1923 by his grandfather. Following his graduation from the University of Pennsylvania, Mr. Hassenfeld began his career at Hasbro, which has included jobs in marketing and sales for both domestic and international operations. He became Vice President of International Operations in 1972 and also served as Vice President of Marketing and Sales, as well as Executive Vice President. He was named President in 1984 and is largely responsible for building Hasbro's international operations.

Mr. Hassenfeld is active in many charitable and social causes. He is Chairman of the World Scholar Athlete Games and served as Chairman of Families First. He spearheaded the formation and launch of the Right Now! Coalition, an effort to foster ethics and campaign reform, as well as to enlighten the Rhode Island state government to its constituents' concerns. The coalition remains strong today and Mr. Hassenfeld has served as Chairman since its inception in 1991. In addition, he has been a leader in rallying corporate executives to work with elected officials to end childhood hunger, and has served on the Board of Directors for Refugees International. Mr. Hassenfeld is on the advisory board of Big Brothers of Rhode Island and serves as a board member of the company's two philanthropic divisions, the Hasbro Charitable Trust and the Hasbro Children's Foundation.

Mr. Hassenfeld is involved with many of the nation's leading academic institutions. He is on the Board of Overseers at the University of Pennsylvania and is a member of the Dean's Council at the Kennedy School of Government at Harvard University. In addition, he is a member of the Board of Directors of the medical school at Brown University and is a Trustee Emeritus at Bryant College. He is also a member of the University of Rhode Island's College of Business Administration's Hall of Fame.

Mr. Hassenfeld is married and lives in Bristol, Rhode Island.