



Memo

To: College Career Centers
From: Alisha Snow, Sr. Manager Consumer Insights -- GameWorks
Date: March 13, 2009
Subject: Summer and Fall 2009 Intern Opportunities

Hasbro Games is currently seeking college students who are interested in participating in an internship program. The internship would be in our Global Consumer Insights department to assist with the operations of GameWorks, our internal research facility.

Please distribute this memo to any students who might be interested in applying for a Summer 2009 (paid internship) or Fall 2009 (intern for credit) position. For more information, please contact Alisha Snow, 413.526.2876, asnow@hasbro.com

About GameWorks

In April 2005, Hasbro Games opened an on-site consumer play-testing and market research facility in East Longmeadow, MA. Each year, we invite approximately 1200 consumers to our office to help us evaluate new games, play existing games, or provide feedback on advertising concepts.

Internship Description

The student intern will be asked to assist in operations for our internal consumer research facility. Examples of typical Hasbro GameWorks responsibilities include:

- Drafting monthly newsletter regarding insights gained in GameWorks play sessions
- Conducting preliminary analysis (tabulating, transcribing) of research activities
- Conducting secondary research to provide background for key research initiatives
- Database entry and maintenance for research respondent information
- Archival and organization of research reports
- Reviewing video footage of research activities to extract quotes to support key insights
- Organizing and ordering participant incentives

The internship would be at our East Longmeadow, MA office (a Springfield, MA suburb, approximately 90 miles west of Boston and 25 miles north of Hartford, CT).

Summer Internship:

- We require a commitment of at least 30 hours/week for our Summer internship program.
- Our summer internship is paid position.
- Late May/Early June through mid-August

Fall Internship

- We require a commitment of at least 16 hours/week for our Fall internship program.
- Our Fall internship is a for-credit only position
- Early-September through mid-December

Required Skills or Experience

The ideal candidate would demonstrate the following skills:

- Strong organizational skills
- Proactive work ethic
- Strong verbal and written communication skills
- Interest in psychology, sociology, anthropology, or market research
- Proficient with Microsoft Office Programs and Internet Research Searches

Additionally, the following experience is desired:

- At least two years of completed college education
- Business, advertising, and or marketing and/or market research courses
 - If at a liberal arts school, focus on psychology, sociology, education or anthropology
- Experience working with children
- Experience working in an office environment

About Hasbro

Imagine having the chance to be part of a leading team and make an impact on a global stage while working with the toys and games that you loved as a child. World-class brands like G.I. JOE, TRANSFORMERS, MY LITTLE PONY, MILTON BRADLEY, PARKER BROTHERS, ACTION MAN, MONOPOLY, SCRABBLE, DUNGEONS & DRAGONS and many, many more.

At Hasbro, we are a business built on fun! We have been Making the World Smile for nearly a century with our rich and unmatched portfolio of toys and games that has brought joy to millions of people just like you.

Our toys and games are not only the fabric of American culture, but also have provided kids and adults in Australia, Japan, Mexico, Canada, the UK, France and more than 100 other countries throughout the world with countless hours of exciting entertainment.

Whether it's role-playing with PLAYSKOOL toys, creating with PLAY-DOH modeling compound, baking with EASY-BAKE oven, designing with the LITE-BRITE set, adventure seeking with G.I. JOE action figures, or learning with the CANDY LAND game, Hasbro has all of the toys and games from which memories are made.

Picture the smiles you can bring to future generations as you relive the excitement of your own childhood and make decisions on the brands that brought you so many fond memories as a kid.

Applying for the Internship

We have one available internship for both Summer and Fall 2009. Please note that candidates MUST have their own transportation to our East Longmeadow office.

Applications for our Summer 2009 Internship program are due by April 15, 2009.

Applications for our Fall 2009 Internship program are due by April 30, 2000.

Send resumes and cover letters via e-mail to Alisha Snow at asnow@hasbro.com.