



September 2, 2010

MR RUSTY LUCAS
PO BOX 422
SANDUSKY, OH 44871

Dear Rusty:

Thanks for allowing me an opportunity to respond to your concerns regarding your suggestion/idea for a new product.

As I am sure you can imagine, we receive hundreds of pieces of written correspondence and it would be nearly impossible to manually open each piece. For this reason, we utilize a machine that opens letters within seconds. Regrettably, your letter was torn in the process and there is no way to retrieve this small piece of the letter.

To your second point, Hasbro will not, nor did we review your suggestion; however, we do attempt to personalize correspondence with the exact term you have labeled your idea.

Please accept my sincere apologies for the inconvenience.

Warm Regards,

CONSUMER AFFAIRS DEPT.

Mary Alves
Consumer Affairs Rep
08/05/10 41/1 B 5578
MXA/mxa SE100046

