



January 10, 2002

Alan G. Hassenfeld
President & CEO
Hasbro
1027 Newport Avenue,
Pawtucket, Rhode Island,
02862-1059 U.S.A.

via facsimile: (401) 727-5121

Dear Mr. Hassenfeld:

RE; Play-DOH – DR. DRILL ‘N FILL PLAY SET

Our firm is and has been involved in the mercury dental amalgam issue for a number of years now and are extremely concerned about one of your products named “**Dr. Drill ‘N Fill**”.

Hundreds of thousands of people throughout the world have had their health adversely affected by dental fillings marketed as “Silver Fillings” which in fact contain 45 – 55% percent mercury, the most toxic non-radioactive substance known to man.

Mercury is toxic before it is placed in a person’s mouth and is considered toxic waste when it is removed. Class Action lawsuits have been and are continuing to be filed in Canada and the U.S. related the use and disposal of mercury by the dentists. Legislative actions in various jurisdictions in the U.S. have required that warnings be posted to advise potential patients of the dangers of mercury.

While I have no difficulty in referring or providing upon request to you any science that you may wish to review regarding this subject, for the sake of expediency and immediate purposes there is probably no better point of reference than **the personal experiences of your customers**, over 350 of which may be found at <http://www.talkinternational.com/adaletters.htm> .

After reviewing these letters, I am sure that **you will agree that the “Dr. Drill ‘n Fill Play Set” is about as appropriate to market to children as a ‘Rolling Machine for Play-Doh Cigarettes’ that the children can pretend to be smoking - (Play –Doh Roll ‘n Smoke?’)**.



While the obvious request at this point would be to request or demand that this product be removed from the market, other possibilities that I would like to explore might include the following:

- 1) To rename the product so that the doctor clearly becomes an evil villain poisoning his patients with mercury; or,
- 2) To put an appropriate warning on the toys describing the dangers of mercury, and to arrange for a portion of the profits from the sale of this product to go to help the victims of mercury poisoning (YOUR CUSTOMERS) to receive the treatment that they so desperately need.

It is my contention that from a PR perspective that the above suggestion 2, has many benefits, with the largest being that you are working together with those most important to you, Your Customers. By establishing a fund for victims of mercury poisoning, not only are you spinning a negative situation almost effortlessly into a positive situation, but, you are putting more money into the pockets of your customers who need it most and will be able to support you in return.

Please contact the undersigned at your earliest convenience. If a mutually acceptable agreement is to be established, it is imperative that an agreement in principle be reached prior to the end of this month and prior to your annual shareholders meeting scheduled for February 7, 2002. In this regard I can direct you to the appropriate attorneys to work with on our behalf.

Looking forward to your early response, we remain,

Sincerely,

Wayne Obie
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& Americans against Mercury
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