



Hasbro Sets New Environmental Sustainability Goals

November 22, 2010

PAWTUCKET, R.I., Nov 22, 2010 (BUSINESS WIRE) -- [Hasbro, Inc.](#) (NYSE:HAS) announced today it will be taking a wide range of steps in the coming years to build upon its successes in the areas of corporate responsibility and environmental sustainability.

Beginning in 2011, the Company will eliminate all wire ties from its packaging. In addition, for 2011 the Company has set a goal that at least 75 percent of its paper packaging will be derived from recycled material or sources that practice sustainable forest management.

By 2015, Hasbro has set a goal of 90 percent usage of these materials and sources for all of its paperboard packaging and in-box game content. Hasbro is also working with its core toy and game licensees to help them put similar standards in place.

To further support and ensure the success of the Company's efforts in sustainability, Hasbro will be hiring a Director of Product and Packaging Sustainability, reporting directly into the Global Chief Development Officer.

"Walmart applauds Hasbro's industry leadership position in the area of environmental sustainability, which includes its initiative to systematically reduce, and eventually replace, wire ties with sustainable and innovative materials made from paper rattan and other materials," said Laura Phillips, Walmart's Senior Vice President of toys and seasonal merchandising.

"Hasbro's commitment to sustainability has been, and continues to be a high priority in virtually all facets of our operations," said Brian Goldner, Hasbro's President and CEO. "The Company's ongoing focus on sustainability is critically important to Hasbro and to the consumers around the world who enjoy our brands and products. Importantly, we will be taking additional steps in the area of sustainability going forward, building upon what we have already accomplished in recent years."

The advances in sustainability announced by Hasbro reflect its leadership position and an ongoing corporate responsibility commitment, with a specific focus on making improvements that will promote sustainable sourcing of materials. In 2010, Hasbro significantly reduced plastic bags from its product instructions, removing some 800,000 pounds of material worldwide from the waste stream. Currently, more than 90 percent of solid waste generated at the Company's owned and operated manufacturing facilities in Massachusetts and Ireland is recycled.

About Hasbro, Inc.

[Hasbro, Inc.](#) (NYSE:HAS) is a branded play company providing children and families around the world with a wide-range of immersive entertainment offerings based on the Company's world class brand portfolio. From toys and games, to television programming, motion pictures, video games and a comprehensive licensing program, Hasbro strives to delight its customers through the strategic leveraging of well-known and beloved brands such as TRANSFORMERS, LITTLEST PET SHOP, NERF, PLAYSKOOL, MY LITTLE PONY, G.I. JOE, MAGIC: THE GATHERING and MONOPOLY. The Hub, Hasbro's multi-platform joint venture with Discovery Communications (NASDAQ:DISCA) launched on October 10, 2010. The online home of The Hub is . The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

Come see how we inspire play through our brands at [hasbro.com%252F](#). © 2010 Hasbro, Inc. All Rights Reserved.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6521314&lang=en>

SOURCE: Hasbro, Inc.

Hasbro, Inc.
Debbie Hancock (*Investor Relations*), 401-727-5401
or
Wayne S. Charness (*News Media*), 401-727-5983