



## Hasbro Again Named One of America's Most Reputable Companies by Reputation Institute

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*Chosen by Reputation Institute as one of America's Most Reputable Companies based on governance, workplace, citizenship and more*

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro, Inc.](#) (NASDAQ: HAS) has again been named among the most reputable companies in the United States, according to the annual US RepTrak® 100 list released this week by Reputation Institute and published in Forbes. The US RepTrak® rankings measure the public's perception of companies based on seven dimensions: innovation, leadership, governance, citizenship, workplace, performance, and products/services.

For the second year in a row, Hasbro has been recognized as one of America's 100 most reputable companies, a list which is compiled annually by Reputation Institute, the world's foremost research and advisory firm focused solely on corporate reputations.

"We are incredibly proud of all of our corporate rankings and awards, and are especially honored to be on the 2016 US RepTrak 100 list, as it is a reflection of the public's perception of our Company and how we conduct our business," said Brian Goldner, Chairman, President and Chief Executive Officer. "Our mission of 'Creating the World's Best Play Experiences' is only met by delivering on our purpose of making the world a better place for children and their families. We know that our efforts to build a safe and sustainable world for future generations is part of how we earn our consumer's trust and respect each and every day."

This announcement by the Reputation Institute builds on the recognition Hasbro has already received this year, having recently been named as a 2016 World's Most Ethical Company®. These prestigious accolades highlight Hasbro's commitment to leading with integrity and operating responsibly - from product safety and environmental sustainability to governance and ethics.

Reputation Institute's RepTrak® model is the gold standard for reputation measurement, providing a one-of-a-kind measurement of how the public views the world's best-known companies. The RepTrak® database is normative, examining 15 stakeholder groups in more than 25 industries and more than 50 countries for more than 7,000 companies. The 2016 US RepTrak® 100 examines perceptions of companies by the US general public based on more than 83,000 ratings collected in Q1 2016.

"The top U.S. companies proactively manage their reputations by aligning their corporate and social values, focusing on dimensions like workplace, governance, and citizenship as much as they concentrate on their products and services," says Stephen Hahn-Griffiths, VP of U.S. Strategic Consulting at Reputation Institute. "The most reputable companies have stronger levels of support and willingness to buy, and they benefit from a 6.7% increase in recommendations every time they improve their RepTrak® score by 5 points."

The complete ranking of the US RepTrak® 100 companies can be found at <http://www.reputationinstitute.com/research/RepTrak-in-Country/US-RepTrak-100>.

To learn more about Hasbro's Corporate Social Responsibility efforts, please visit [www.hasbro.com/csr](http://www.hasbro.com/csr).

### About Hasbro

[Hasbro](#) (NASDAQ: HAS) is a global company committed to Creating the World's Best Play Experiences, by leveraging its beloved brands, including LITTLEST PET SHOP, MAGIC: THE GATHERING, MONOPOLY, MY LITTLE PONY, NERF, PLAY-DOH and TRANSFORMERS, and premier partner brands. From toys and games, television programming, motion pictures, digital gaming and consumer products licensing, Hasbro fulfills the fundamental need for play and connection with children and families around the world. The Company's Hasbro Studios and its film label, ALLSPARK PICTURES, create entertainment brand-driven storytelling across mediums, including television, film, digital and more. Through the company's commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world and to positively impact the lives of millions of children and families. Learn more at [www.hasbro.com](http://www.hasbro.com), and follow us on Twitter ([@Hasbro](#) & [@HasbroNews](#)) and Instagram ([@Hasbro](#)).

### About Reputation Institute

Reputation Institute (RI) is the world's leading research-based consulting and advisory firm for reputation. RI enables many of the world's leading companies to make more confident business decisions that build and protect reputation capital, analyze risk and sustainability topics, and drive competitive advantage. RI's most prominent management tool is the RepTrak® model for analyzing the reputations of companies and institutions — best known via the Global RepTrak® 100, the world's largest and most comprehensive study of corporate reputations, as well as Country RepTrak® and City RepTrak® studies that look at reputation across organizations within a given geography. Learn more at: <http://www.reputationinstitute.com/>.

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