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Hasbro Named as One of Ethisphere's 2012 World's Most Ethical Companies

Award recognizes exceptional ethical leadership across continents and industries

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro, Inc.](#) (NASDAQ:HAS), a global branded play company providing children and families with a wide-range of immersive entertainment offerings based on the Company's world-class brand portfolio, announced today that it has been recognized as one of the "2012 World's Most Ethical Companies" (WME) by the Ethisphere Institute. The Ethisphere Institute is a leading business ethics think-tank dedicated to the creation, advancement and sharing of best practices in business ethics, corporate social responsibility, anti-corruption and sustainability.

Hasbro secured a place on the WME list from a record number of nominations by implementing and maintaining "upright business practices and initiatives that are instrumental to the company's success, benefit the community and raise the bar for ethical standards within the industry."

"A strong ethical foundation is a competitive advantage, and Hasbro recognizes the important role corporate responsibility can play in improving its bottom line," said Alex Brigham, executive director of the Ethisphere Institute. "As more and more organizations strive for this honor each year, Hasbro's inclusion as a World's Most Ethical Company for 2012 demonstrates its industry-leading commitment to ethics and dedication to integrity."

This is the sixth year Ethisphere has published the WME rankings. Ethisphere reviewed hundreds of companies and evaluated a record number of applications utilizing its propriety methodology through in-depth research and multi-step analysis, naming the companies that surpassed their industry peers to this year's World's Most Ethical Companies list. The 2012 list features companies in more than three dozen industries, including 40 companies headquartered outside the United States.

The methodology for the WME ranking includes reviewing codes of ethics, litigation and regulatory infraction histories; evaluating the investment in innovation and sustainable business practices; looking at activities designed to improve corporate citizenship; and studying nominations from senior executives, industry peers, suppliers and customers.

"Hasbro continually strives to go beyond simple compliance in the areas of corporate social responsibility and business ethics," said Brian Goldner, Hasbro's President and CEO. "Integrity plays a central role in everything we do at Hasbro, and being named to Ethisphere's 2012 World's Most Ethical Companies list is a distinct honor and provides our Company and our employees with some well-deserved recognition in demonstrating how seriously we approach corporate citizenship."

Read about the methodology and view the complete list of the 2012 World's Most Ethical Companies at <http://www.ethisphere.com/wme>.

About Hasbro

[Hasbro, Inc.](#) (NASDAQ: 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. Through the company's deep commitment to corporate social responsibility, Hasbro is helping to build a safe and sustainable world for future generations and to positively impact the lives of millions of children and families every year. The HUB, Hasbro's multi-platform joint venture with Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) launched on October 10, 2010. The online home of The HUB is www.hubworld.com. The HUB logo and name are trademarks of Hub Television Networks, LLC. All rights reserved. © 2011 Hasbro, Inc. All Rights Reserved.

About Ethisphere Institute:

The research-based Ethisphere® Institute is a leading international think-tank dedicated to the creation, advancement and sharing of best practices in business ethics, corporate social responsibility, anti-corruption and sustainability. Ethisphere Magazine, which publishes the globally recognized World's Most Ethical Companies Ranking™, is the quarterly publication of the Institute. Ethisphere provides the only third-party verifications of compliance programs and ethical cultures that include: Ethics Inside® Certification, Compliance Leader Verification™ and Anti-Corruption Program Verification™. The Institute's premier membership group, the Business Ethics Leadership Alliance™, is a business ethics forum that includes more than 10 leading corporations, universities and institutions that collectively leverage their experience, expertise and innovative ways to address emerging compliance challenges. More information on the Ethisphere Institute, including ranking projects and membership, can be found at <http://www.ethisphere.com>

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