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Hasbro Recognized as 2012 "Green Giant" for Sustainable Packaging Leadership

Designation by "Whole Living" magazine puts Hasbro among 19 environmentally responsible corporate leaders

PAWTUCKET, R.I., AUGUST 16, 2012 – Global branded play leader [Hasbro, Inc.](#) (NASDAQ: HAS) has been named a [2012 "Green Giant"](#) by [Whole Living magazine](#), a Martha Stewart Omnimedia publication, in recognition of the company's innovative sustainable packaging initiatives. The list acknowledges 19 companies for their leadership in environmentally responsible business practices. Hasbro is recognized for successfully eliminating wire ties in its product packaging by replacing them with more environmentally-friendly ties made from bamboo and paper rattan.

"Hasbro's success in eliminating wire ties shows how small changes can have a big impact on making our business more sustainable," said Duncan Billing, Hasbro's Global Chief Development Officer. "When consumers buy Hasbro products, they're making an environmentally responsible choice for their children and families."

In 2011, Hasbro announced its goal to replace wire ties in product packaging. By the beginning of 2012 the company had successfully eliminated approximately 34,000 miles of non-recyclable wire ties — enough to wrap around the circumference of the Earth more than once, as *Whole Living* mentions.

Wire tie elimination is one of several innovative sustainable packaging initiatives by Hasbro, all of which are designed to minimize the environmental impact:

- **Reduction of product packaging material:** In 2012, Hasbro announced two major goals to reduce and lessen the environmental impact of product packaging. Namely, committing to eliminate all PVC from core product packaging in 2013 as well as reduce the overall amount of packaging material used for many of its highly popular global brands by improving product-to-package ratio by approximately 15 percent.
- **Increasing recycled content:** In 2011, Hasbro achieved its goal to derive at least 75 percent of paper and board packaging from recycled material, or from suppliers that practice sustainable forest management. By 2015, Hasbro plans to increase that target to 90 percent.
- **Responsible paper sourcing policy:** In 2011, Hasbro implemented an aggressive paper sourcing policy, providing guidelines for suppliers regarding sustainable paper sourcing to help ensure that paper used in Hasbro products aligns with the company's commitment to environmental sustainability. Among the policy's key requirements is the expectation that suppliers will source paper with as much post-consumer recycled content as is practical and financially viable. The company has communicated this policy to its suppliers, and has made it a part of its company-wide quality assurance procedures.

Overall, Hasbro is committed to continuous improvement in corporate social responsibility, focusing on three key priorities: product safety, manufacturing ethics and environmental sustainability.

To learn more about Hasbro's CSR progress, please visit www.hasbro.com/csr.

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, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with 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 Company's Hasbro Studios develops and produces television programming for markets around the world. The Hub TV Network is part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), in the U.S. Through the Company's deep

commitment to corporate social responsibility, including philanthropy, 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. It has been recognized for its efforts by being named one of the "World's Most Ethical Companies" and is ranked as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at www.hasbro.com.

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