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Hasbro Debuts at No. 23 in CR Magazine's Annual "100 Best Corporate Citizens" List

Hasbro honored for increased transparency in environmental sustainability, manufacturing ethics and product safety

PAWTUCKET, R.I.--(BUSINESS WIRE)-- Global branded play company Hasbro (NASDAQ:HAS) has been named to [CR Magazine's](#) 2012 "[100 Best Corporate Citizens](#)" list, debuting at number 23. The maker of TRANSFORMERS, NERF, MY LITTLE PONY and PLAYSKOOL was recognized for its increasing transparency regarding the Company's Corporate Social Responsibility (CSR) efforts, including product safety, environmental sustainability and manufacturing ethics. Other notable companies making the list this year include Starbucks, Procter & Gamble, Target and GE.

"We are honored to be recognized for our leadership in corporate social responsibility," said Brian Goldner, Hasbro's President and CEO. "This is a testament to our corporate values and employee commitment across our global organization in making a positive impact on people and communities around the world. Integrity and responsibility are central to how Hasbro operates."

This recognition builds on the leadership distinctions Hasbro has received from several prestigious organizations in 2012 for its CSR efforts. In March, Hasbro was recognized as one of the "2012 World's Most Ethical Companies" by the [Ethisphere Institute](#), a leading global business ethics think-tank dedicated to the creation, advancement and sharing of best practices in business ethics, corporate social responsibility, anti-corruption and sustainability.

In February, Hasbro received an inaugural [Climate Leadership Award](#) by the U.S. Environmental Protection Agency, as a result of its continued efforts to address climate change and reduce greenhouse gas (GHG) emissions.

"Hasbro has a long history of industry leadership in product safety, environmental sustainability and manufacturing ethics, and we are increasing transparency and stakeholder engagement around those important issues," said Kathrin Belliveau, Vice President, Corporate Responsibility, Hasbro. "Our commitment to doing the right thing for the people we serve and those making our products, as well as helping to protect our global resources is at the heart of our CSR efforts."

Highlights of Hasbro's CSR efforts include:

- **Reduced packaging:** In April 2012, Hasbro [announced plans](#) to reduce the amount of disposable packaging for products in its brand portfolio beginning in 2013. This builds upon Hasbro's ongoing sustainable packaging commitment.
- **Phase-out of PVC in packaging:** Hasbro announced in December 2011 that it will eliminate polyvinyl chloride (PVC) from all new core toy and game packaging beginning in 2013.
- **Responsible paper sourcing:** Hasbro unveiled a new [Paper and Forest Procurement Policy \(PFPP\)](#) in November 2011 that reiterates the company's goal of 90 percent usage of paper packaging and in-box game content, derived from recycled material or sources that practice sustainable forest management by 2015.
- **Product safety:** Continuing the company's outstanding record of product safety, all Hasbro products meet or exceed federal and international safety standards and regulation, and Hasbro toys are thoroughly tested for quality and safety using a five-step quality assurance process by Hasbro's full-time engineers and by independent third-parties.

To learn more about Hasbro's CSR programs and progress, please visit www.hasbro.com/csr. For more information about *CR Magazine's* 100 Best Corporate Citizens rankings, visit http://www.thecro.com/files/100Best2012_List_3.8.pdf. To view the complete list of the 2012 World's Most Ethical Companies, visit <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, 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 among the "100 Best Corporate Citizens" by *CR Magazine* and one of the "World's Most Ethical Companies." Learn more at www.hasbro.com.

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