



March 24, 2014

Hasbro Named as a 2014 World's Most Ethical Company by the Ethisphere Institute for Third Year

PAWTUCKET, R.I.--(BUSINESS WIRE)-- Global branded play leader [Hasbro, Inc.](http://www.hasbro.com) (NASDAQ: HAS), today announced that it has been recognized by the Ethisphere Institute, an independent center of research promoting best practices in corporate ethics and governance, as a 2014 World's Most Ethical Company®.

This is the third time that Hasbro, home to globally popular brands including MY LITTLE PONY, MONOPOLY and PLAY-DOH, has been honored with this award, which recognizes organizations that continue to raise the bar on ethical leadership and corporate behavior. Hasbro is one of only eight companies in the Consumer Products industry honored this year.

"Our commitment to conducting business responsibly and living our values runs deep throughout our global organization," said Kathrin Belliveau, Vice President of Global Government Affairs, Corporate Social Responsibility and Compliance. "We're proud to be recognized for our ethical leadership and corporate governance and honored to be ranked amongst the World's Most Ethical Companies for the third consecutive year."

"The entire community of World's Most Ethical Companies believe that customers, employees, investors and regulators place a high premium on trust and that ethics and good governance are key in earning it," said Ethisphere's Chief Executive Officer, Timothy Erblach. "Hasbro joins an exclusive community committed to driving performance through leading business practices. We congratulate everyone at Hasbro for this extraordinary achievement."

The World's Most Ethical Company assessment is based upon the Ethisphere Institute's Ethics Quotient™ framework. The Ethics Quotient framework has been developed over years of effort to provide a means to assess an organization's performance in an objective, consistent and standardized way. The information collected provides a comprehensive sampling of definitive criteria of core competencies, rather than all aspects of corporate governance, risk, sustainability, compliance and ethics. The Ethics Quotient framework and methodology was determined, vetted and refined by the expert advice and insights gleaned from Ethisphere's network of thought leaders and from the World's Most Ethical Company [Methodology Advisory Panel](#).

Scores are generated in five key categories: ethics and compliance program (25%), reputation, leadership and innovation (20%), governance (10%), corporate citizenship and responsibility (25%) and culture of ethics (20%).

The full list of the 2014 World's Most Ethical Companies can be found at <http://ethisphere.com/worlds-most-ethical/wme-honorees/>.

To learn more about Hasbro's Corporate Social Responsibility efforts, please visit www.hasbro.com/csr.

About Hasbro, Inc.

[Hasbro, Inc.](http://www.hasbro.com) (NASDAQ: HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through the creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF and LITTLEST PET SHOP. From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative play and entertainment experiences, in a variety of forms and formats, anytime and anywhere. The Company's Hasbro Studios develops and produces television programming for more than 180 markets around the world, and for the U.S. on Hub Network, part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK). 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

About the Ethisphere Institute

The Ethisphere® Institute is an independent center of research, best practices and thought leadership that promotes best practices in corporate ethics and governance and enables organizations to improve compliance, mitigate risk, and enhance relationships with employees, business partners, investors and the broad regulatory community. Ethisphere evaluates and benchmarks compliance and governance programs, honors superior achievement through its World's Most Ethical Companies® recognition program and publishes *Ethisphere Magazine*. Ethisphere is also the leading provider of independent verification of corporate ethics and compliance programs that include: Ethics Inside® Certification, Compliance Leader Verification™ and Anti-Corruption Program Verification™. More information about Ethisphere can be found at: www.ethisphere.com.

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Source: Hasbro, Inc.

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