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Hasbro's Massachusetts-Based Manufacturing Facility Recognized as Leader in Health and Safety Excellence

VPPPA recognition is the second national award for Hasbro manufacturing in less than a month

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro, Inc.'s](#) (NASDAQ:HAS) manufacturing facility based in East Longmeadow, Massachusetts has been named a winner of the 2011 VPPPA (Voluntary Protection Program Participants' Association) Outreach Award, recognizing the Company's "extraordinary work" for its achievements in creating a safer, healthier work environment, together with its leadership in sharing with other companies its vast knowledge of best practices and impactful new techniques.

Hasbro's Vice President of Technical Services Jack Popp and Scott Trudell, President of RWDSU Local 224, accepted the award on August 29th at the 27th Annual National VPPPA Conference in New Orleans. Hasbro East Longmeadow (ELM) has been classified as an OSHA VPP Star site since 2002.

"We are proud to recognize Hasbro, Inc., and its East Longmeadow manufacturing facility as a 2011 VPPPA Outreach Award Winner," said Davis Layne, Executive Director of VPPPA, "The site has done a tremendous job sharing best practices and reaching out to other companies to improve their safety and health programs. Congratulations, and keep up the good work!"

"We are honored to win this Outreach Award, which recognizes Hasbro's long-standing commitment and leadership relating to environmental, health and safety issues in all aspects of manufacturing best practices," Popp said. "We believe that by sharing our innovative safety and ergonomic techniques, Hasbro can prevent unnecessary injuries to workers in a number of other industries within OSHA's VPP program."

The VPPPA award recognizes the Hasbro facility's exceptional leadership based on a variety of measures and activities, including formal mentoring of other companies, conducted by ELM employees who have achieved special OSHA status; by VPPPA request, assistance of other companies through sharing of its safety procedures and safety training materials; and the hosting of an annual "Ergonomics Conference" where ELM ergonomics team members share their learnings, projects and results with OSHA Region 1 Officials and other local companies.

SGP CERTIFICATION

Last month, Hasbro's ELM facility received a separate honor, when it received SGP (Sustainable Green Printing Partnership) certification from SGP, a Seattle-based non-profit group providing sustainability certification in the graphic communications industry. To receive certification, print facilities must accomplish the following: establish a sustainability management system; implement best practices in sustainability; and comply with local, state and federal employment laws. Certified facilities are also required to use SGP's sustainability metrics system to report on progress annually.

About Hasbro, Inc.

[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. The Hub, Hasbro's multi-platform joint venture with Discovery Communications (NASDAQ:[DISCA](#)) 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.

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VPPPA, Inc., a nonprofit 501(c)(3) charitable organization, is dedicated to promoting advances in worker safety and health excellence through cooperation among communities, workers, industries and governments. The 2,100 VPPPA member sites primarily consist of worksites that have been approved, or are seeking approval, into VPP as administered by OSHA, state-plan OSHA and the Department of Energy.

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