



October 12, 2011

## **Hasbro, Inc. Announces It is on Track to Further Reduce Global Greenhouse Gas Emissions Based on Company's Stated Long-Term Goals**

### **Company progress reported through independent, not-for-profit Carbon Disclosure Project**

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro, Inc.](http://www.hasbro.com) (NASDAQ:HAS), announced today that it is on track to reduce global greenhouse gas emissions (GHG) a further 10 percent for the time period 2008-2012, building upon earlier U.S. reductions of more than 43 percent from 2000-2007. The Company's decision to report its latest progress through the Carbon Disclosure Project (CDP) is an extension of its voluntary disclosure efforts through the U.S. Environmental Protection Agency's (EPA) Climate Leaders Program. Hasbro was the first company in the state of Rhode Island and the toy industry to have joined the Climate Leaders Program.

"Hasbro's commitment to sustainability has been, and continues to be a high priority in virtually all facets of our operations, and we are committed to reporting our progress to our employees, our shareholders and consumers around the world who enjoy our brands, products and immersive entertainment experiences," said Brian Goldner, Hasbro's President and Chief Executive Officer.

Operational improvements contributing to the Company's GHG emissions reduction include:

- Lighting upgrades, LED and occupancy sensors installations
- Window, door and roof insulation improvements
- Energy efficient HVAC, machinery and equipment replacement
- Conversion from fuel oil to natural gas for heating of production areas at the company-owned East Longmeadow, MA manufacturing facility

### About Hasbro, Inc.

Hasbro, Inc. (NASDAQ:[HAS](http://www.hasbro.com)) 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](http://www.disca.com)) launched on October 10, 2010. The online home of The Hub is [www.hubworld.com](http://www.hubworld.com). The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved. Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2011 Hasbro, Inc. All Rights Reserved.

HAS-PR

Hasbro, Inc.  
Gary Serby, 401-727-5582  
[gserby@hasbro.com](mailto:gserby@hasbro.com)

Source: Hasbro, Inc.

News Provided by Acquire Media