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Hasbro Makes Double-Digit Gains on the 2012 Carbon Disclosure Project Index

PAWTUCKET, R.I.--(BUSINESS WIRE)-- Global branded play leader [Hasbro, Inc.](#) (NASDAQ: HAS) has achieved a 29 point year-over-year improvement in its Carbon Disclosure Project (CDP) reporting score. With a disclosure score of 80, Hasbro is the toy industry reporting leader as represented in the Consumer Discretionary segment. The company's rigorous management systems and commitment to continuous improvement in corporate social responsibility (CSR), including significant efforts to reduce its environmental footprint, contributed to the Company's marked improvement year-on-year. Hasbro has been reporting climate mitigation activities to CDP since 2011.

Hasbro's 2012 report highlighted an investment of more than \$1.5 million in emissions reduction initiatives designed to reduce annual carbon dioxide emissions by more than 1,000 metric tons and lead to financial efficiencies over time. Hasbro also reported expanded tracking of its greenhouse gas (GHG) reporting to include Scope 3 emissions, which includes GHG emissions generated through the company's supply chain and support services, notably third-party manufacturers and transportation providers.

"Hasbro's marked improvement in the CDP rankings is yet another tangible example of some of the strong inroads we are making in reducing environmental impact and emissions, which are meaningful to our consumers, and to our business and retail partners, as responsible companies have an increasing desire and expectation to work with others that are operating sustainably," said Duncan Billing, Hasbro's Global Chief Development Officer.

Hasbro's focuses on three key CSR priorities: product safety, environmental sustainability and manufacturing ethics. Numerous initiatives across these focus areas have sparked systematic and impactful changes in Hasbro's business operations.

Over the last year, Hasbro has achieved a number of CSR milestones, including:

- **Exceeding greenhouse gas reduction goals:** Hasbro set out to reduce Scope 1 and Scope 2 emissions by 10 percent from a 2008 baseline by 2012. As of 2011, the company has already exceeded that goal with emissions reductions of 20 percent through practices such as prioritizing energy use when considering capital expenditures, streamlining product distribution models, updating lighting systems in its owned factories and investing in energy-efficient manufacturing equipment.
- **Increasing recycled content:** In 2011, Hasbro achieved its annual 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 usage of these materials and sources for all its paperboard packaging and in-box game content.
- **Responsible paper sourcing policy:** In 2011, Hasbro implemented an aggressive paper sourcing policy, providing suppliers with guidelines for 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.

"Hasbro's commitment to CSR means doing the right thing for our customers, employees, our communities and our shareholders," said Kathrin Belliveau, Hasbro's Vice President of Corporate Responsibility. "CSR is at the core of everything Hasbro does, and with each toy and game experience we bring to market, we are working to preserve natural resources and enhance play for future generations."

Hasbro has been recognized by several organizations for its CSR efforts:

- Hasbro received an inaugural [Climate Leadership Award](#) by the U.S. Environmental Protection Agency in recognition of its efforts to address climate change and reduce greenhouse gas emissions.

- The company ranked No. 23 on [CR Magazine's](#) 2012 "[100 Best Corporate Citizens](#)" list in recognition of the company's efforts to increase transparency into product safety, environmental sustainability and manufacturing ethics.
- 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.

CDP is a global nonprofit leader that works with businesses and cities to drive greenhouse gas emissions reduction and protect natural resources. CDP holds the largest collection globally of self-reported climate change data and recognizes companies that are taking positive measures on climate change mitigation.

To learn more about Hasbro's CSR progress and initiatives, 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 innovative, 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.

HAS-CSR

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