



April 11, 2013

Hasbro Ranks at No. 7 in CR Magazine's Annual "100 Best Corporate Citizens" List

Hasbro honored for efforts in environmental sustainability, manufacturing ethics, philanthropy, and governance

PAWTUCKET, R.I.--(BUSINESS WIRE)-- Global branded play company [Hasbro, Inc.](#) (NASDAQ:HAS) has been named to [CR Magazine's "100 Best Corporate Citizens"](#) list for the second year in a row, this year ranking in the top ten at #7. The maker of some of the world's most popular brands including TRANSFORMERS, MY LITTLE PONY, PLAY-DOH and MONOPOLY was recognized for its increasing transparency regarding the Company's Corporate Social Responsibility (CSR) efforts, including product safety, environmental sustainability and manufacturing ethics as well as philanthropy. Other notable companies making the list this year include AT&T, Gap, Inc., Campbell Soup Co. and Intel.

"We are proud to be honored for the second consecutive year for our leadership and advancements in corporate social responsibility, including environmental sustainability, manufacturing ethics, philanthropy, and governance," said Brian Goldner, Hasbro's President and CEO. "This recognition is a testament to the dedication of our employees around the world, and the strides we're making in helping to build a safe and sustainable world for future generations."

This recognition builds on the leadership distinction Hasbro has received from several prestigious organizations over recent years. In March, Hasbro was recognized as one of the "2013 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.

Highlights of Hasbro's CSR efforts include:

- **Reduced packaging:** In 2012, Hasbro began to [reduce](#) the amount of material used in packaging for products in its brand portfolio. This builds upon Hasbro's ongoing sustainable packaging commitment.
- **Phase-out of PVC in packaging:** Hasbro has already phased out polyvinyl chloride (PVC) from new product packaging, and will continue to reduce PVC in all packaging until completely eliminated.
- **Using Materials Responsibly:** Hasbro's owned and operated North American factory which makes many of the company's board games and puzzles uses vegetable-based printing inks and aqueous coatings in its printing processes for game and puzzle components, boxes and instructions. Additionally, this factory retains green certification for its printing processes by the nonprofit Sustainable Green Printing Partnership (SGP).
- **Product safety:** Continuing the company's outstanding product safety record, all Hasbro products meet or exceed federal and international safety standards and regulation, and Hasbro has not experienced a product recall in recent years.
- **Philanthropy:** In 2012, more than three million children were impacted by Hasbro's philanthropic programs worldwide which focus on empowering childhood through hope, play and service. Hasbro employees also volunteered just over 20,000 hours of their time and talents to make a difference for children in their local communities.

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/100Best2013_web.pdf. To view the complete list of the 2013 World's Most Ethical Companies, visit <http://m1.ethisphere.com/wme2013/index.html>.

About Hasbro

[Hasbro, Inc.](#) (NASDAQ: HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY,

PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF, LITTLEST PET SHOP and G.I. JOE. 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 170 markets around the world, and for the U.S. on The Hub TV 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

© 2013 Hasbro, Inc. All Rights Reserved.

HAS-CSR

Hasbro, Inc.
News Media
Wayne Charness, 401-727-5983
or
Investor Relations
Debbie Hancock, 401-727-5401

Source: Hasbro, Inc.

News Provided by Acquire Media