



## Hasbro Named as a 2015 World's Most Ethical Company by the Ethisphere Institute for Fourth Consecutive Year

March 9, 2015

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro, Inc.](#) (NASDAQ: HAS) announced today that it has been recognized by the Ethisphere Institute, the global leader in defining and advancing the standards of ethical business practices, as a [2015 World's Most Ethical Company](#)<sup>®</sup>.

The World's Most Ethical Companies designation recognizes those organizations that have had a material impact on the way business is conducted by fostering a culture of ethics and transparency at every level of the company. Hasbro has been designated as a World's Most Ethical Company since 2012.

"At Hasbro, we measure our success not only by the results, but also by how we achieve those results," said Brian Goldner, President and Chief Executive Officer. "Hasbro is deeply committed to corporate social responsibility and operating with integrity and we are honored to be ranked amongst the World's Most Ethical Companies. We know that earning this recognition is not the end of our journey but rather a milestone along the way, in our steadfast commitment to CSR, compliance, and ethics."

"The World's Most Ethical Companies embrace the correlation between ethical business practice and improved company performance. These companies use ethics as a means to further define their industry leadership and understand that creating an ethical culture and earning the World's Most Ethical Companies recognition involves more than just an outward facing message or a handful of senior executives saying the right thing," said Ethisphere's Chief Executive Officer, Timothy Erlich. "Earning this recognition involves the collective action of a global workforce from the top down. 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](#)<sup>™</sup> (EQ) framework developed over years of research 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 EQ framework and methodology is 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 (35%), corporate citizenship and responsibility (20%), culture of ethics (20%), governance (15%) and leadership, innovation and reputation (10%).

The full list of the 2015 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](http://www.hasbro.com/csr).

### About Hasbro

[Hasbro](#) (NASDAQ: HAS) is a global company committed to Creating the World's Best Play Experiences, by leveraging its beloved brands, including LITTLEST PET SHOP, MAGIC: THE GATHERING, MONOPOLY, MY LITTLE PONY, NERF, PLAY-DOH, TRANSFORMERS, and premier partner brands. From toys and games to television programming, motion pictures, digital gaming and a comprehensive lifestyle licensing program, Hasbro fulfills the fundamental need for play and connection for children and families around the world. The Company's Hasbro Studios creates entertainment brand-driven storytelling across mediums, including television, film and more. Through the company's commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world and to positively impact the lives of millions of children and families every year. Learn more at [www.hasbro.com](http://www.hasbro.com) and follow us on Twitter (@Hasbro & @HasbroNews).

### About the Ethisphere Institute

The Ethisphere<sup>®</sup> Institute is the global leader in defining and advancing the standards of ethical business practices that fuel corporate character, marketplace trust and business success. Ethisphere has deep expertise in measuring and defining core ethics standards using data-driven insights that help companies enhance corporate character. Ethisphere honors superior achievement through its World's Most Ethical Companies<sup>®</sup> recognition program, provides a community of industry experts with the Business Ethics Leadership Alliance (BELA) and showcases trends and best practices in ethics with the publication of *Ethisphere Magazine* and *The World's Most Ethical Companies Executive Briefing*. Ethisphere is also the leading provider of independent verification of corporate ethics and compliance programs. More information about Ethisphere can be found at: <http://ethisphere.com>.

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HAS-CSR

Hasbro, Inc.

Alexia Taxiarchos, 401-727-5603

[alexia.taxiarchos@hasbro.com](mailto:alexia.taxiarchos@hasbro.com)

or

Ethisphere

Clea Nabozny, 480-397-2658

[Clea.Nabozny@ethisphere.com](mailto:Clea.Nabozny@ethisphere.com)

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