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Hasbro Named One of America's Top Community-Minded Companies for Third Consecutive Year

Civic 50 Award Shines Light on Hasbro Community Engagement; #2 in the Consumer Discretionary Category

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro, Inc.](#) (NASDAQ:HAS), a global branded play leader, was recognized today as one of America's most community-minded companies in *The Civic 50*, an annual initiative that identifies and recognizes companies for their commitment to improve the quality of life in the communities where they do business. Points of Light, the largest organization in the world dedicated to volunteer service conducted the survey in partnership with Bloomberg LP. All companies with \$1 billion in revenue or more are invited to apply for the *Civic 50*. The *Civic 50* also recognized Hasbro as the #2 ranked company in the "Best in Consumer Discretionary" category.

"Corporate civic engagement is on the rise and it's being led by the forward-thinking businesses included on *The Civic 50* list," said Neil Bush, Chairman of Points of Light. "The correlation their efforts showcase between community engagement and employee retention, productivity and overall bottom-line benefits continues to prove that businesses that do good, do well. We congratulate this year's *Civic 50* and we hope that they continue to inspire greater investments in improving communities through corporate civic engagement."

"Hasbro is honored to be recognized on the *Civic 50* list for the third straight year," said Brian Goldner, President and CEO, Hasbro, Inc. "Supporting children in need with our time, talent and resources is very much a part of our DNA and we are grateful to our passionate employees and charitable partners who help us make this possible."

Hasbro's philanthropic programs focus on empowering childhood by bringing the "sparkle of hope," the "joy of play" and the "power of service" to children worldwide. The company recently completed its second Global Day of Joy on December 4, 2014, where Hasbro employees in 33 different countries spent the day volunteering to help children in their communities. The Team Hasbro employee volunteer program allows employees to take four hours of paid time off each month to volunteer with organizations benefitting children.

During the 2014 holiday season alone, Hasbro expects to donate more than a half million toys and games to organizations benefitting children, valued at approximately \$6 million.

"We are proud to be in our third year of partnering with Points of Light on *The Civic 50* survey," said Peter Grauer, Chairman of Bloomberg L.P. "The data from this year's *Civic 50* survey offers valuable insights that decision makers can use to grow their businesses, transform their communities, and improve the lives of those they serve."

The *Civic 50* survey was developed this year under the guidance of an academic panel of nine experts from leading universities throughout the country. The survey evaluates companies based on several criteria including how extensively and strategically resources are applied to community engagement, how a community engagement program supports business interests and integrates into business functions. Other criteria include how a company supports community engagement through its institutional policies, systems, and incentives, and how a company measures the social and business impact of its community engagement program. True Impact, a company specializing in helping organizations maximize and measure their social and business value, administered the survey.

The Civic 50 was created in 2012 to measure corporate civic engagement and recognize companies that incorporate socially responsible practices and community leadership into their culture. A working group of leading researchers, industry thought leaders and corporate advisors provided strategic guidance on the program's objectives, including defining indicators, developing methodology, and identifying partners and participants.

To view a complete list of *The Civic 50* companies for 2014 and to learn more about the importance of civic engagement in corporate America, please visit www.Civic50.org.

To learn more about Hasbro's philanthropic programs worldwide, please visit http://www.hasbro.com/corporate/en_US/community-relations/.

About Hasbro

[Hasbro, Inc.](#) (NASDAQ: HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through the creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF and LITTLEST PET SHOP. 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 is responsible for entertainment brand-driven storytelling around Hasbro brands across television, film, commercial productions and short-form. 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 and follow us on Twitter [@Hasbro](#).

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