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Hasbro Named to Maplecroft Climate Innovation Indexes

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro, Inc.](#) (NASDAQ:HAS) was recently ranked No. 137 on the Maplecroft Climate Innovation Indexes (CII) Benchmark, which is part of the Maplecroft Climate Innovation Indexes (CII). According to the organization, the Maplecroft CII is the single most exhaustive study of the 360 largest U.S.-based multinational companies and how they manage and adapt to climate change, with a special focus on innovation.

Examples of the corporate social responsibility (CSR) initiatives at Hasbro that were evaluated and highlighted as key strengths as part of the Maplecroft CII Benchmark selection process include:

- Hasbro published a target to reduce greenhouse gas emissions by 10 percent by 2012 from a 2008 baseline and had successfully achieved this target in 2010.
- Hasbro has achieved certification to the international Environmental Management System standard ISO 14001 at its two owned and operated manufacturing factories.

The Maplecroft CII considers U.S. stocks with a free-float market capitalization of more than \$1 billion (USD), and each company is rated against more than 100 performance-based criteria. These criteria include: technological innovation and new working practices to combat climate change impacts; management of climate-related issues; adaption to physical climate-related risks, such as flooding or more extreme weather events throughout the supply chain; and the reduction of greenhouse gas emissions.

This recognition builds on the leadership distinctions Hasbro has received from several prestigious organizations in 2012 for its CSR efforts. Hasbro was recently ranked 23rd on Corporate Responsibility Magazine's [100 Best Corporate Citizens](#) list as well as being recognized as one of the "2012 World's Most Ethical Companies" by the [Ethisphere Institute](#). Additionally, Hasbro received an inaugural [Climate Leadership Award](#) by the U.S. Environmental Protection Agency, as a result of its continued efforts to address climate change and reduce greenhouse gas (GHG) emissions.

For more information about Hasbro's commitment to corporate social responsibility, 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. Programming in the U.S. is distributed on The Hub TV Network, 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.

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HAS-CSR

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