



Hasbro Reaffirms Commitment to Corporate Responsibility and Joins Global Supply Chain Coalition

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Hasbro Becomes the First Maker of Toys and Games to Join the EICC

PAWTUCKET, R.I. – October 7, 2016 – Hasbro, Inc. (NASDAQ: HAS), a global play and entertainment company, today announced that it has joined the Electronic Industry Citizenship Coalition (EICC), a nonprofit group of leading companies working together to improve efficiency and social, ethical and environmental sustainability in the global supply chain.

As the first toy and game company to join the EICC, Hasbro will have the opportunity to lead the toy industry and collaborate with more than 110 companies across 17 sectors to address common challenges and share best practices in supply chain sustainability.

"Hasbro is deeply committed to corporate social responsibility and ethical sourcing across our entire global supply chain," said Brian Goldner, Hasbro's Chairman, President and Chief Executive Officer. "It is our priority to ensure that workers are treated with respect and dignity, that working conditions are safe, and that business operations are environmentally responsible and conducted ethically. As a global company, we face challenges that are both unique to our industry and shared across sectors, and look forward to partnering with other members of the EICC to advance these important issues."

The EICC is globally recognized as a leader in supply chain sustainability, which includes human rights, as well as conflict minerals, environmental sustainability, and many other existing and emerging issues. Its members include leaders from the electronics, retail and automotive sectors.

"This is an exciting development for the EICC," said Rob Lederer, EICC Executive Director. "We are adding new experience from the toy sector to our membership, with a company that is a recognized leader in corporate social responsibility. Hasbro takes its commitment to ethical sourcing very seriously, and we look forward to having their insight and participation in the EICC."

As a full member of the EICC, Hasbro is required to identify its own high-risk facilities and conduct audits on at least 25 percent of them. This builds on Hasbro's existing requirement for suppliers to meet the Company's Global Business Ethics Principles, which ensure the safety, well-being, and dignity of workers throughout its supply chain.

"We're encouraged by the values we share with the EICC and its members, including a commitment to its Code of Conduct and continuous improvement," said Goldner. "We firmly believe in working with factories, stakeholders, and civil society to raise standards and improve conditions for all. It is critical to the success of our business operations and brand integrity. We look forward to partnering with the EICC and our vendors on implementing best practices and further promoting ethical performance."

Hasbro has been recognized as one of the world's leading companies for CSR and sustainability efforts, including five consecutive years as one of *Ethisphere's* 'World's Most Ethical Companies' and five consecutive years at the top of *CR Magazine's* ranking of '100 Best Corporate Citizens.' Hasbro is currently ranked No. 1 on *Newsweek Magazine's* Green Rankings.

"When consumers choose Hasbro toys and games, it's an act of trust that our products are manufactured safely, under fair labor conditions, and without ethical compromises," said Goldner. "By joining the EICC, we're reaffirming our promise to consumers that the toys and games they enjoy and share with their families are produced responsibly." For more about Hasbro's commitment to corporate social responsibility and ethical sourcing practices, please visit www.hasbro.com/csr.

About Hasbro

[Hasbro](http://www.hasbro.com) (NASDAQ: HAS) is a global play and entertainment company committed to *Creating the World's Best Play Experiences*. From toys and games to television, movies, digital gaming and consumer products, Hasbro offers a variety of ways for audiences to experience its iconic brands, including NERF, MY LITTLE PONY, TRANSFORMERS, PLAY-DOH, MONOPOLY, LITTLEST PET SHOP and MAGIC: THE GATHERING, as well as premier partner brands. The Company's Hasbro Studios and its film label, Allspark Pictures, are building its brands globally through great storytelling and content on all screens. Through its commitment to corporate social responsibility and philanthropy, Hasbro is helping to make the world a better place for children and their families. Learn more at www.hasbro.com, and follow us on Twitter ([@Hasbro](https://twitter.com/Hasbro) & [@HasbroNews](https://twitter.com/HasbroNews)) and Instagram ([@Hasbro](https://www.instagram.com/hasbro)).

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