



February 29, 2012

## **Hasbro Named by EPA as a Winner of Inaugural Climate Leadership Award**

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro, Inc.](#) (NASDAQ:HAS) was named today as a winner of the inaugural Climate Leadership Awards, recognizing corporate, organizational, and individual leadership in addressing climate change and reducing greenhouse gas (GHG) emissions. The Company was honored by the U.S. Environmental Protection Agency (EPA), the Association of Climate Change Officers (ACCO), the Center for Climate and Energy Solutions (C2ES) (formerly the Pew Center on Global Climate Change), and The Climate Registry (TCR), for "excellence in Greenhouse Gas Management."

Last October, Hasbro announced that it was on track to reduce global greenhouse gas emissions (GHG) a further 10 percent for the time period 2008-2012, building upon earlier U.S. reductions of more than 43 percent from 2000-2007. The Company's decision to report its latest progress through the Carbon Disclosure Project (CDP) is an extension of its voluntary disclosure efforts through the U.S. Environmental Protection Agency's (EPA) Climate Leaders Program. Hasbro was the first company in the state of Rhode Island and the toy industry to have joined the Climate Leaders Program.

"I commend Hasbro on its exemplary leadership in cutting carbon pollution that harms our climate and threatens our health," said Gina McCarthy, assistant administrator for EPA's Office of Air and Radiation. "Hasbro and all of our Climate Leadership Award winners demonstrate that organizations who are taking action to mitigate climate change are also operating more efficiently, more innovatively, and more competitively."

"C2ES joins EPA and our partners in congratulating Hasbro as an inaugural recipient of the Climate Leadership Awards," said C2ES President Eileen Claussen. "Hasbro demonstrates every day that it's possible to manage your carbon footprint without compromising your bottom line. Corporate leadership is essential to meeting our climate and energy challenges. Hasbro's accomplishments will inspire other companies to act and contribute to strong, sensible policies benefiting both our economy and our climate."

"We are thrilled to receive this recognition from the EPA and its partner organizations," said Duncan Billing, Hasbro's Global Chief Development Officer. "Hasbro is committed to continual improvement in all facets of corporate social responsibility, and the important strides we have made in our organization pertaining to reducing greenhouse gas emissions marks one more very tangible example of the ongoing progress we are making in the area of environmental sustainability."

### **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, video games and a comprehensive licensing program, Hasbro strives to delight its customers through the strategic leveraging of well-known and beloved brands such as TRANSFORMERS, LITTLEST PET SHOP, NERF, PLAYSKOOL, MY LITTLE PONY, G.I. JOE, MAGIC: THE GATHERING and MONOPOLY. Through the company's deep commitment to corporate social responsibility, 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. The HUB, Hasbro's multi-platform joint venture with Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) launched on October 10, 2010. The online home of The HUB is [www.hubworld.com](http://www.hubworld.com). The HUB logo and name are trademarks of Hub Television Networks, LLC. All rights reserved. © 2011 Hasbro, Inc. All Rights Reserved.

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