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## **Hasbro Named Among Ethisphere's 2013 "World's Most Ethical Companies" for Second Consecutive Year**

*Award recognizes exceptional ethical leadership across continents and industries*

PAWTUCKET, R.I.--(BUSINESS WIRE)-- Global branded play leader [Hasbro, Inc.](#) (NASDAQ: HAS), has been recognized as one of The Ethisphere Institute's "World's Most Ethical Companies" (WME) for the second year in a row. Ethisphere received a record number of nominations for the 2013 WME list. Companies included on the 2013 list have distinguished themselves by implementing and maintaining an "outstanding commitment to ethical leadership, compliance practices, and corporate social responsibility."

"At Hasbro, we reaffirm our commitment to conducting business responsibly each and every day through the decisions we make and the actions we take for our company, for our consumers and for our world," said Hasbro CEO Brian Goldner. "We are honored to be recognized as one of the world's most ethical companies, which serves a testament to our corporate values and the ethical leadership demonstrated by our employees around the world."

Most recently, Hasbro's commitment to responsible business practices can be seen through the company's ongoing efforts in sustainable packaging innovation. In 2012, Hasbro announced plans to reduce materials used in product packaging for many of its highly popular global brands and, beginning in 2013, Hasbro will phase out PVC in new toy and game product packaging. Over the next two years, retailers and consumers will begin to see an even broader range of packaging efficiencies put in place across Hasbro's brand portfolio, including redesigned disposable boxes and blister packs that use less material.

"Hasbro strives to set the bar for ethics and sustainability within our industry with a commitment to playing fair, making safe products, and making responsible choices across our business," said Kathrin Belliveau, Vice President, Corporate Responsibility.

This is the seventh year Ethisphere has published the WME rankings. Ethisphere reviewed companies in more than 100 countries and 36 industries and evaluated a record number of applications through in-depth research and multi-step analysis, naming the companies that surpassed their industry peers to this year's World's Most Ethical Companies list. The ranking methodology includes reviewing codes of ethics, litigation and regulatory infraction histories; evaluating the investment in innovation and sustainable business practices; looking at activities designed to improve corporate citizenship; and studying nominations from senior executives, industry peers, suppliers and customers.

"Not only did more companies apply for the World's Most Ethical Companies recognition this year than any year in the past, which demonstrates that ethical activity is an important part of many of these companies' business models, but we are also seeing more companies be proactive and create new initiatives that expand ethics programs and cultures across entire industries, such as industry-based ethics associations and other activities," said Alex Brigham, Executive Director of Ethisphere. "We are excited to see the 2013 World's Most Ethical Companies take these leadership positions, and embrace the correlation between ethical behavior and improved financial performance."

Read about the methodology and view the complete list of the 2013 World's Most Ethical Companies at <http://ethisphere.com/wme/>.

### **About Hasbro**

**Hasbro, Inc.** (NASDAQ: HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF, LITTLEST PET SHOP and G.I. JOE. 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 develops and produces television programming for more than 170 markets around the world, and for the U.S. on The Hub TV Network, part of 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](http://www.hasbro.com) © 2013 Hasbro, Inc. All Rights Reserved.

**About Ethisphere Institute:**

The research-based Ethisphere® Institute is a leading international think-tank dedicated to the creation, advancement and sharing of best practices in business ethics, corporate social responsibility, anti-corruption and sustainability. Ethisphere Magazine, which publishes the globally recognized World's Most Ethical Companies Ranking™, is the quarterly publication of the Institute. Ethisphere provides the only third-party verifications of compliance programs and ethical cultures that include: Ethics Inside® Certification, Compliance Leader Verification™ and Anti-Corruption Program Verification. More information on the Ethisphere Institute, including ranking projects and membership, can be found at <http://www.ethisphere.com>.

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