



July 17, 2012

## **Hasbro's Massachusetts-Based Manufacturing Facility Recognized by OSHA as a Leader in Employee Health and Safety for Second Consecutive Year**

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro, Inc.](#) (NASDAQ:HAS) manufacturing facility based in East Longmeadow, Mass. has been named winner of the top Occupational Safety & Health Administration (OSHA) Region 1 VPP Safety Award for the second consecutive year. As a winner of the 2012 OSHA Region 1 Regional Administrator Award, Hasbro's Global Operations' East Longmeadow (ELM) site has once again been recognized for the Company's "extraordinary contributions, commitment, and leadership that have helped make OSHA Region 1's Voluntary Protection Programs possible...creating a safer, healthier work environment, together with its leadership in sharing with other companies its vast knowledge of best practices and impactful new techniques."

"Hasbro is honored to once again receive this recognition from the New England-based OSHA office," said Jeff Lombard, Hasbro senior vice president, global operations. "We are proud of our employees' daily safety commitment and their focus on continuous improvement and operational excellence."

"Hasbro is a very deserving recipient of the Region 1 VPP Safety Award," said Marthe Kent, the U.S. Dept. of Labor's OSHA New England Regional Administrator. "The company's contributions, commitment and leadership have helped make OSHA Region 1's Voluntary Protection Programs possible."

Hasbro ELM has been classified as an OSHA VPP Star site since 2002.

This recognition joins a number of awards the company has received this past year for its social responsibility efforts including CR Magazine's list of "100 Best Corporate Citizens," as well as Ethisphere Institute's 2012 "World's Most Ethical Companies" and Fortune's U.S. "100 Best Companies to Work For."

### **About Hasbro, Inc.**

[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 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."

Come see how we inspire play through our brands at [www.hasbro.com](http://www.hasbro.com). © 2012 Hasbro, Inc. All Rights Reserved.

### **About VPPPA, Inc.**

VPPPA, Inc., a nonprofit 501(c)(3) charitable organization, is dedicated to promoting advances in worker safety and health excellence through cooperation among communities, workers, industries and governments. The 2,100 VPPPA member sites primarily consist of worksites that have been approved, or are seeking approval, into VPP as administered by OSHA, state-plan OSHA and the Department of Energy.

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