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Hasbro Sets 100% Renewable Energy and Carbon Neutrality Goal for its Global Operations

Hasbro reaffirms its commitment to sustainability through renewable energy initiatives in support of a low carbon economy

PAWTUCKET, R.I.--(BUSINESS WIRE)-- Hasbro, Inc. (NASDAQ: HAS), a global play and entertainment company, today announced that it has set a 100 percent renewable energy use and carbon neutrality goal across its owned and operated global operations. For the past two years, Hasbro has achieved its previous goal of 100 percent renewable energy and carbon neutrality in the U.S. This goal builds on that achievement and extends Hasbro's commitment to 100 percent renewable energy and carbon neutrality globally.

The new global goal builds on a longstanding commitment to climate action leadership, and Hasbro has made significant progress already to achieve the goal. Specifically, Hasbro purchased 25,699 megawatt-hours of renewable energy certificates (RECs) to address 99.6 percent¹ of its 2016 global electricity consumption. Additionally, the company purchased carbon offsets in 2016 to address its global carbon footprint. Cumulatively, this reduction in Hasbro's carbon footprint is similar to growing 766,411 trees per year for 10 years or not using 69,513 barrels of oil.

"Through renewable energy advancements, Hasbro continues to demonstrate our deep commitment to the environment and our desire to play a leadership role in building a safe and sustainable world for future generations," said Brian Goldner, chairman and CEO, Hasbro, Inc. "We embrace our role in supporting the transformation of our world to a low-carbon economy, and support programs that not only minimize our impact on the environment, but also have a lasting positive impact on our planet."

In 2015, Hasbro joined the U.S. Environmental Protection Agency's (EPA) Green Power Partnership and qualified for the U.S. EPA's Green Power Leadership Club, a distinction given to organizations that have significantly exceeded the U.S. EPA's recommended minimum renewable energy purchase commitment. Hasbro has been recognized as one of the world's leading companies for its CSR and sustainability efforts, including being ranked No. 1 on the 2017 100 Best Corporate Citizens list by *CR Magazine* and named one of the World's Most Ethical Companies[®] according to the Ethisphere Institute for six consecutive years. Hasbro is also currently ranked No. 1 on *Newsweek Magazine's* Green Ranking.

"At Hasbro, our commitment to sustainability runs deep, and we are continuously looking for purposeful and innovative ways to reduce our environmental footprint," said Kathrin Belliveau, senior vice president, Global Government Affairs and Corporate Responsibility. "Climate leadership is critically important, not only to our business but also to our employees, our consumers and our world."

Hasbro purchased renewable energy certificates and carbon offsets from 3Degrees, the nation's leading provider of comprehensive clean energy services that enable organizations and individuals to transition towards a low-carbon economy. The renewable energy certificates are from a mix of renewable resources including wind, solar, biomass, landfill gas, or hydroelectric sources. Hasbro purchased from projects located near major facilities in North America, South America, Asia and Europe. All projects were independently verified and certified by the appropriate international standards agencies, including Green-e Energy National Standard, European Energy Certificate System, the I-REC Standard and the Climate Action Reserve.

Read Hasbro's 2016 renewable energy performance statement [here](#).

To learn more about Hasbro's CSR efforts, please visit www.hasbro.com/csr.

¹ Renewable energy certificates (RECs) were not available in all global markets at the time of Hasbro's REC purchases.

About Hasbro

[Hasbro](#) (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. Hasbro ranked No. 1 on the 2017 100 Best Corporate Citizens list by *CR Magazine*, and has been named one of the World's Most Ethical Companies[®] by *Ethisphere Institute* for the past six years. Learn more at www.hasbro.com, and follow us on Twitter ([@Hasbro](#) & [@HasbroNews](#)) and Instagram ([@Hasbro](#)).

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