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June 7, 2011

Mr. Brian Goldner
President and Chief Operating Officer
Hasbro, Inc.
1027 Newport avenue
Pawtucket, RI 02862

Dear Mr. Goldner,

Hasbro is driving the destruction of Indonesia's rainforests

Today Greenpeace has begun a global campaign to highlight the ongoing role of the toy sector, including Hasbro, in driving deforestation in Indonesia. This deforestation is driving climate change, pushing endangered species such as the Sumatran tiger closer to extinction and causing many conflicts with local communities.

Our investigations have identified that Hasbro is sourcing packaging products which contain 'mixed tropical hardwood' (MTH). This is virgin fiber that comes from rainforests. Our research shows that at least some of this fiber is sourced from Sinar Mas/Asia Pulp and Paper (APP), Indonesia's most notorious forest destroyer.

Hasbro is one of the largest toy companies in the world. The company could be a driving force for change when it comes to sustainability, but our research shows Hasbro is driving deforestation for disposable product packaging.

We have previously raised our concerns about the risks of deforestation, but you have provided no response to date to our inquiries. Our research has demonstrated that Hasbro has not implemented an effective approach to tackling deforestation. You have made commitments to increase the use of recycled fiber in packaging, and to support sustainable forestry, but you do not have due diligence systems in place to prevent paper sourced from high-risk regions. Likewise, you have provided no indication of further action you plan to take to address these issues. Deforestation in countries such as Indonesia is an issue far too serious to ignore. Unless urgent action is taken by companies like Hasbro, the future for the last remaining rainforests is bleak.

Hasbro and the toy sector are major users of paper and packaging, yet we see no substantive work to prevent the use of pulp from rainforest destruction in your packaging supply chains. Based on the information identifying clear links between APP and Hasbro in China and the demonstrated presence of MTH in your packaging, we calling on your company to act immediately to:

- Suspend all direct purchases of pulp and paper products, including packaging, from APP/Sinar Mas Forestry or any subsidiary or affiliate APP company.
- Apply this suspension to all direct and indirect suppliers to Hasbro, including products manufactured on Hasbro's behalf by third parties.

These suspensions must remain in place until APP/Sinar Mas Forestry implements commitments to stop deforestation for the production of its pulp and paper products.

In order to prevent future problems and to become a leader in the use of sustainable forest products we also request that Hasbro immediately revise its procurement policy for all pulp and paper products, including packaging. In the annex to this letter we have suggested the sort of elements that should be incorporated in any comprehensive approach to this issue. We offer our support and expertise in the revision of this policy.

Finally, you will of course be aware that this is not the first time that Greenpeace has undertaken campaign work in relation to the toy sector. It is extremely disappointing to note that comprehensive action still has not been taken to eliminate toxic chemicals in products and packaging. It is our view that if Hasbro is to become a genuine champion of sustainability, a reduction of greenhouse gas emissions and elimination of the use of toxic chemicals in its production and supply chain must be achieved.

I look forward to hearing from you, and can be contacted at (202) 590-7888. When Disney is ready to take substantive action on this issue, our team will be available to meet at your earliest convenience.

Sincerely,

A handwritten signature in black ink, appearing to read "Phil Radford", with a long, sweeping horizontal line extending to the right.

Phil Radford