



PREPARE YOURSELF FOR THE SERIES THAT STARTED IT ALL...



**THE TRANSFORMERS: THE COMPLETE FIRST SEASON
25TH ANNIVERSARY EDITION**

RELIVE THE ACTION ON DVD JUNE 16 FROM SHOUT! FACTORY

***PRODUCTION NOW UNDERWAY FOR
THE TRANSFORMERS: 25TH ANNIVERSARY "MATRIX OF LEADERSHIP"
EDITION COLLECTOR'S SET***

OPTIMUS PRIME. MEGATRON. BUMBLEBEE. STARSCREAM. For 25 years an epic battle has raged between the heroic AUTOBOTS and the villainous DECEPTICONS. The ROBOTS IN DISGUISE have captivated children and adults alike, launching countless collectible toys, comic books, animated series and feature films beloved by legions of fans.

Now you can return to where the phenomenon began when Shout! Factory, in collaboration with Hasbro, Inc., unleashes the original animated TV series that started it all with ***THE TRANSFORMERS: The Complete First Season 25th Anniversary Edition*** DVD box set on June 16th. A must-have for kids and kids-at-heart, the set features all season one episodes in the order they were intended, remastered audio, a collectible AUTOBOTS magnet and special bonus content. ***THE TRANSFORMERS: The Complete First Season 25th Anniversary Edition*** DVD box set is priced at \$ 29.99 SRP.

And for those who really can't get enough of TRANSFORMERS, Shout! Factory, along with Hasbro, is developing ***THE TRANSFORMERS: 25th Anniversary "Matrix of Leadership" Edition Collector's Set***. Brimming with over 38 hours of content, including the entire original animated "G1" series, a bounty of stellar extras and special collectible book, this 16-DVD box set is another fan must-have. ***THE TRANSFORMERS: 25th Anniversary "Matrix of Leadership" Edition Collector's Set*** is expected to be available in mid July.

THE TRANSFORMERS: The Complete First Season 25th Anniversary Edition

Synopsis

Four million years after crash-landing on an unfamiliar planet, sentient robots with the ability to disguise themselves as common vehicles awaken on present-day Earth. Engaged in a crucial race to find a new energy source for their home planet of Cybertron, Optimus Prime and the heroic Autobots must defend the innocent people of Earth against their archnemeses, Megatron and the power-hungry Decepticons.

Bonus Features Include:

- Restored To The Original Broadcast Versions With A New Stereo Soundtrack Created From The Original Audio
- Triple Changer: From Toy To Comic To Screen – The Origins Of *The Transformers*
- A Printable Script
- Rare PSA

Technical Information

Street Date: June 16, 2009

Packaging: The 3 DVDs are collected in thin packs with a deluxe foil board sleeve with embossed accents

Rating: Not Rated

Suggested Retail Price: \$29.99

DVD Selection Number:

Running Time: approx. 360 min.

Discs: 3

Aspect Ratio: 4:30

Technical Info: English, Stereo.

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About HASBRO

Hasbro, Inc. (NYSE:HAS) is a worldwide leader in children's and family leisure time products and services with a rich portfolio of brands and entertainment properties that provides some of the highest quality and most recognizable play and recreational experiences in the world. As a brand-driven, consumer-focused global company, Hasbro brings to market a range of toys, games and licensed products, from traditional to high-tech and digital, under such powerful brand names as TRANSFORMERS, PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, CRANIUM and WIZARDS OF THE COAST. Come see how we inspire play through our brands at <http://www.hasbro.com>. (C) 2009 Hasbro, Inc. All Rights Reserved.

About Shout! Factory

Shout! Factory is a diversified entertainment company devoted to producing, uncovering and revitalizing the very best of pop culture. Founders Richard Foos, Bob Emmer and Garson Foos have spent their careers sharing their music, television and film faves with discerning consumers the world over. Shout! Factory's DVD offerings serve up classic, contemporary and cult TV series, riveting sports programs, live music, animation and documentaries in lavish packages crammed with extras. The company's audio catalogue boasts GRAMMY®-nominated boxed sets, new releases from storied artists, lovingly assembled album reissues and indispensable "best of" compilations. These riches are the result of a creative acquisitions mandate that has established the company as a hotbed of cultural preservation and commercial reinvention. Shout! Factory is based in Santa Monica, California. For more on Shout! Factory, visit www.shoutfactory.com.