

# HASBRO “ROLLS OUT” LINE OF TOYS BASED ON CARTOON NETWORK’S NEW ANIMATED TRANSFORMERS SERIES

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TRANSFORMERS ANIMATED action figures and toys engage a new generation of young fans

PAWTUCKET, R.I., (February 2008) – The TRANSFORMERS brand returns to its origin as an animated series in 2008 with the debut of the new TRANSFORMERS ANIMATED series on Cartoon Network. And Hasbro helps kids take the excitement of the new series into the playroom with a full line of great new TRANSFORMERS products.

The new TRANSFORMERS ANIMATED toy line features an array of characters from the series that will appeal to both young and long-time fans alike. Highlights of the line include Animated styled action figures, ROLL OUT COMMAND OPTIMUS PRIME and BATTLE BLASTERS, along with the SHIFT TECH OPTIMUS PRIME handheld game.

Co-produced by Cartoon Network Studios, the new animated series is set in Detroit in the near future and airs on Saturday mornings at 10:30 a.m. (ET/PT). The good-guy AUTOBOTS have an unlikely guide through Earth society ... the brash, energetic 8-year-old girl named Sari Sumdac, who helps the robots establish a headquarters in an old abandoned auto parts plant and becomes an honorary AUTOBOT by enlightening the “ROBOTS IN DISGUISE” on such mysteries of Earth like mega malls, and basic ‘hanging out.’

### ***TRANSFORMERS ANIMATED products***

#### **SUPREME ASSORTMENT – ROLL OUT COMMAND OPTIMUS PRIME**

(Approximate retail price: \$49.99; Ages: 5 & up; Available: Fall)

This imposing action figure is the largest incarnation ever of the AUTOBOT leader OPTIMUS PRIME. Equipped with “Auto-Spin Conversion Technology,” ROLL OUT COMMAND OPTIMUS PRIME begins to morph from vehicle to robot as he rolls along the floor. The AUTOBOT leader comes to life with a moving mouth, sounds, and speech from the cartoon. Also included is a toy replica of the double-bladed power axe seen in the TRANSFORMERS ANIMATED series.

### **TRANSFORMERS ANIMATED LEADER assortment**

(Approximate retail price: \$39.99; Ages 5 & up; Available: June 22, 2008 followed by an additional wave in the Fall)

These larger-than-life ROBOTS IN DISGUISE help kids recreate the fun, energy and excitement they experience from watching *Transformers: Animated* on the Cartoon Network. Featuring a variety of the show's most exciting characters, the Animated LEADER robot figures have working lights and sounds and morph into cool vehicles. Featured characters in this assortment include BULKHEAD, MEGATRON, and ULTRA MAGNUS.

### **SHIFT TECH OPTIMUS PRIME GAME**

(Approximate retail price: \$19.99; Ages: 6& up; Available: June 22, 2008)

An interactive TRANSFORMERS ANIMATED gaming experience, this handheld game features multiple levels that allow players to explore the world of the new TV series first-hand. With one fluid motion, players can change the shape of the game controller and instantly go from robot-mode to vehicle-mode on screen or visa versa. The SHIFT TECH OPTIMUS PRIME game features 15 games and a database of key TRANSFORMERS robots from the show.

### **POWER BOTS ASSORTMENT - CYBER SPEED BUMBLEBEE.**

(Approximate retail price: \$19.99 ; Ages: 4+; Available: Fall)

Designed to enable easy play for younger fans, CYBER SPEED BUMBLEBEE is a 12-inch robot-only version of fan favorite character, BUMBLEBEE and features robot stomping sounds, battle sounds and phrases! **CYBER SPEED BUMBLEBEE** stomps and then rolls on his back in one easy step.

### **TRANSFORMERS ANIMATED OPTIMUS PRIME VS. MEGATRON: THE BATTLE BEGINS TWO PACK WITH DVD**

(Approximate retail price: \$19.99; Ages: 5 & Up; Available: June 2008)

Designed to introduce kids to the new world of TRANSFORMERS: ANIMATED, this two-pack includes OPTIMUS PRIME and MEGATRON figures posed in battle-ready action stances with over-sized weapons. Also included is "The Battle Begins" DVD that allows kids to preview the new cartoon and become familiar with the expanded TRANSFORMERS fantasy.

### **TRANSFORMERS ANIMATED DELUXE and VOYAGER assortments**

(Approximate retail price: \$9.99 and \$19.99 respectively; Ages: 5 & Up; Available: June 22, 2008, with additional waves throughout 2008)

Figures in the TRANSFORMERS ANIMATED DELUXE and VOYAGER assortment feature character conversion that mirrors conversions in the new TRANSFORMERS ANIMATED series. Both assortments feature a variety of characters with exciting battle weapons and firing projectiles.

### **BATTLE BLASTER: OPTIMUS PRIME**

(Approximate retail price: 34.99; Ages: 5 & up; Available: Fall)

This next generation of Battle Blasters allows you to bring OPTIMUS PRIME to life. A seamless conversion from vehicle mode to signature weapon, BATTLE BLATER OPTIMUS PRIME not only features electronic lights and battle sounds in both vehicle and blaster mode, but it also has speech direct from the animated series.

In addition to the product listed above, HPG, the licensing division of Hasbro, alongside more than 230 licensees supporting the TRANSFORMERS brand, continue to launch highly innovative and hip lifestyle goods into the global market in a multitude of product categories including

apparel, electronics, publishing, food and beverage, paper products, domestics, health and beauty, and cards/stationery. Additionally, the TRANSFORMERS ANIMATED licensing program is well underway, as HPG is working with more than 50 companies to bring goods to market in 2008

**About Cartoon Network**

Cartoon Network (CartoonNetwork.com), currently seen in more than 91 million U.S. homes and 160 countries around the world, is Turner Broadcasting System, Inc.'s ad-supported cable service offering the best in original, acquired and classic animated entertainment for kids and families. Overnight from 11 p.m.-6 a.m. (ET, PT) Sunday-Thursday, Cartoon Network shares its channel space with Adult Swim, a late-night destination showcasing original and acquired animation for young adults 18-34. Turner Broadcasting System, Inc., a Time Warner company, creates and programs branded news, entertainment, animation and young adult media environments on television and other platforms for consumers around the world.

**About HASBRO**

Hasbro (NYSE: HAS) is a worldwide leader in children's and family leisure time entertainment products and services, including the design, manufacture and marketing of games and toys ranging from traditional to high-tech. Both internationally and in the U.S., its PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, TIGER and WIZARDS OF THE COAST brands and products provide the highest quality and most recognizable play experiences in the world.

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