

THE TRANSFORMERS:

25th Anniversary “Matrix of Leadership” Edition Collector’s Set

Arrives in Stores October 20, 2009 from Shout! Factory

Featuring 16 DVDs, 98 Restored Episodes, Payload of Bonus Content, Exclusive Voice Cast Reunion, A Collectible 60-Page Book, AUTOBOT and DECEPTICON Magnets and Much More!



The epic story of good vs. evil that sparked the imaginations of fans worldwide finally arrives in a collectible, *out-of-this-world*, box set. Witness the digitally-restored battles between the heroic AUTOBOTS and the evil DECEPTICONS as the fate of the Earth hangs in the balance. For the first time in 25 years, fans of all ages will be able to own the complete collection of one of the most popular animated series of all time ***THE TRANSFORMERS: 25th Anniversary “Matrix of Leadership” Edition*** from Shout! Factory, in collaboration with Hasbro, Inc.

Brimming with over 38 hours of content, including the entire original TRANSFORMERS animation series from the early 1980s known among fans as “Generation 1”, a bounty of stellar extras, a special collectible 60-page book, and AUTOBOTS and DECEPTICON Magnets, this 16-DVD box set is another fan must have. ***THE TRANSFORMERS: 25th Anniversary “Matrix of Leadership” Edition Collector’s Set*** will be available at retail stores nationwide beginning on October 20, 2009.

DVD BONUS FEATURES

- Five retrospective featurettes including brand new, in-depth interviews with individuals involved with the early success of the TRANSFORMERS franchise. Two of these featurettes are exclusive to this set including a conversation with comic writer Bob Budiansky and a voice cast reunion. The reunion features Jack Angel (RAMJET), Michael Bell (PROWL), Gregg Berger (GRIMLOCKI), Aurthur Burghardt (DEVASTATOR), Corey Burton (Spike Witwicky), Richard Gautier (RODIMUS PRIME), Neil Ross (SLAG), Frank Welker (MEGATRON)
- Two concept art galleries
- Archival Hasbro toy commercials
- All 98 episodes of dialogue scripts. Three full scripts, with original handwritten notes, including “Transport To Oblivion”, “STARSCREAM’S Brigade” and “The Revenge of BRUTICUS”
- 5 rare PSAs
- From the Files of Teletraan-2
- Fan Art Gallery
- An animated fan film entitled *TRANSFORMERS: Generation*

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.

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 G.I. JOE, 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 <<http://www.shoutfactory.com>>

* * * * *