

***TRANSFORMERS: Robots in Disguise* Special
Primetime Premiere Airs Saturday, March 14 on
Cartoon Network**

**Bumblebee Takes the Spotlight in an All-New
Animated Series from Hasbro Studios**

Cartoon Network will unleash *TRANSFORMERS: Robots in Disguise* on Saturday, March 14 at 6 p.m. (ET/PT) with a special one-hour premiere event. The latest installment in the iconic franchise features an all new animation style, and builds upon the lore of the iconic Transformers franchise filled with great humor and lots of fun adventure for fans of all ages.

The new series begins as Bumblebee must step up to be a leader in the years after we left the Autobots in *Transformers Prime*. Summoned by Optimus Prime to save Earth from a new Decepticon threat, Bumblebee puts his light-hearted mettle to the test after assembling a rogue team of young Autobot action heroes. Bumblebee must balance his job fighting off evil with being equal parts squad leader and coach to a rascally band that needs constant coaxing to learn how to work together. The results are comical when the cool rebel Sideswipe, elite guard cadet Strongarm, bombastic dinobot Grimlock and overly-excited mini-con Fixit must balance keeping the team together with chasing and capturing their new enemies in every episode packed full of action, fun and adventure.

Following the premiere event, new episodes can be seen every Saturday starting on March 21st at 6:30 a.m. ET/PT.

About Cartoon Network

Cartoon Network (CartoonNetwork.com) is the #1 U.S. television network in prime among boys 6-11 & 9-14. Currently seen in 96 million U.S. homes and 194 countries around the world, Cartoon

Network is Turner Broadcasting System, Inc.'s ad-supported cable service offering the best in Emmy-winning original and acquired entertainment for kids and families, along with industry-leading digital apps and online games and pro-social initiatives such as the award-winning *Stop Bullying: Speak Up* campaign.

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 Studios

Hasbro Studios is responsible for entertainment brand-driven storytelling for Hasbro across television, film, commercial productions and short-form content. It develops, produces and distributes TV shows based on Hasbro's world class brands, including TRANSFORMERS, MY LITTLE PONY, LITTLEST PET SHOP and FAMILY GAME NIGHT. Many of these shows air on Discovery Family Channel and on networks in more than 180 territories globally. Since its formation in 2009, the studio has received nine Daytime Emmy wins.

On the film side, the studio has developed and produced a number of features based on Hasbro's brands. In addition to partnering with leading studios, the Company intends to make movies based on new and existing Hasbro brands for audiences globally through the Allspark Pictures film label. Films in development or planned for release, include OUIJA (Universal), CANDY LAND (Sony), G.I. JOE 3 (Paramount), JEM AND THE HOLOGRAMS (Universal & Allspark Pictures), MAGIC: THE GATHERING (21st Century Fox) and an animated featured based on MY LITTLE PONY (Allspark Pictures).

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Cartoon Network

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