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Cartoon Network and Hasbro Roll Out New Action-Adventure Series

TRANSFORMERS ANIMATED

“Transform and Roll Out” 90-Minute *TRANSFORMERS Animated Special* Kicks off Premiere of New Series

There’s MORE THAN MEETS THE EYE when Cartoon Network premieres a 90-minute feature presentation of *Transformers Animated Special: “Transform and Roll Out”* on Wednesday, Dec. 26, 2007 at 8 p.m. (ET, PT). The adventure begins when OPTIMUS PRIME and his small crew of AUTOBOTS come into possession of the ALLSPARK, a powerful Cybertronian artifact that attracts the attention of their long-forgotten enemies, the DECEPTICONS, and sends them crashing to a strange and distant planet known as Earth.

The special kicks off the brand new series, *Transformers Animated*, set to premiere on Cartoon Network Saturday, Jan. 5, 2008 at 10:30 a.m. (ET, PT). Taking place on Earth in the near future in Detroit, the series begins when the alien TRANSFORMERS are thrust into a world populated by humans and automatons. As visitors to Earth, the TRANSFORMERS --OPTIMUS PRIME, BUMBLEBEE, PROWL, BULKHEAD and RATCHET-- work in the human world, interacting with the ‘natives’ in exciting and humorous ways. Following the AUTOBOTS across the galaxy to their new home is the megalomaniacal MEGATRON and his army of ruthless DECEPTICONS, a brutal race of war-mongering robots who seek to use the ALLSPARK as their ultimate weapon of destruction.

The AUTOBOTS unlikely guide through Earth society is a brash, energetic 8-year-old girl named Sari Sumdac, the adopted daughter of a robotics magnate. Setting the AUTOBOTS up with their headquarters in an old abandoned auto plant on the outskirts of town, Sari not only becomes an “honorary AUTOBOT” by enlightening them on such mysteries of Earth life like megamalls, junk food and basic hanging out, but also becomes a vital team member in their adventures. And even more importantly, the ALLSPARK endows Sari with a very special power, one the DECEPTICONS would love to get their hands on—not to mention the ALLSPARK itself.

Transformers Animated is jointly developed by Cartoon Network and Hasbro, Inc. and is co-produced by Cartoon Network Studios. Matt Youngberg (*Teen Titans, The Batman*) is supervising director, Derrick Wyatt (*Teen Titans*) is the character designer and Sam Register (*Ben 10, Teen Titans*) serves as executive producer of the series. Marty Isenberg (*Danny Phantom., X-Men, Teenage Mutant Ninja Turtles*) acts as head writer.