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HASBRO'S 2011 TRANSFORMERS LINE CAPTURES THE ADVENTURE OF FIRST-EVER 3-D TRANSFORMERS MOVIE

New MECHTECH and CYBERVERSE Lines Lead Next Generation of TRANSFORMERS Action Figures, Vehicles and 3D Character Masks

Pawtucket, R.I., (February 2011) — The iconic TRANSFORMERS brand from Hasbro, Inc. (NASDAQ: HAS), which has become one of the most successful entertainment franchises of the 21st century, reaches new heights in 2011 when the heroic AUTOBOTS and the villainous DECEPTICONS once again invade movie theaters around the world to continue their epic battle. The new Paramount Pictures live-action movie from director Michael Bay, and executive producer Steven Spielberg, *TRANSFORMERS: DARK OF THE MOON* picks up from the last movie with the DECEPTICONS vowing to avenge their defeat and ultimately results in mysterious ties to the 1960's space race between the US and USSR. The movie — which will be the first-ever *TRANSFORMERS* film in 3D — opens worldwide on July 1, 2011.

The TRANSFORMERS brand has delivered "MORE THAN MEETS THE EYE" fun to legions of kids around the world for more than 25 years with action figures that convert from robot to vehicle and back again. As one of the hottest global entertainment properties, the TRANSFORMERS brand launches a deep and innovative product line in 2011 that captures the excitement of the movie while introducing new play patterns and experiences to the brand for kids and fans alike. Highlights in 2011 include the new MECHTECH and CYBERVERSE action figure segments and SPEED STARS STEALTH FORCE vehicles. Continuing the innovation, the TRANSFORMERS brand is excited to announce the new CINE-MASK 3D role-play masks. These TRANSFORMERS character masks feature built in RealD 3D lenses and can be worn to RealD 3D theater showings or fans can enjoy as a role play item at home to recreate the TRANSFORMERS fantasy. Following are detailed highlights from the new TRANSFORMERS line.

TRANSFORMERS MECHTECH Action Figures

One of the most innovative toy lines in history introduces the next revolution in TRANSFORMERS action figures with the new MECHTECH line. Each TRANSFORMERS MECHTECH figure comes with a unique converting MECHTECH weapon that is interchangeable with all other core TRANSFORMERS MECHTECH figures. MECHTECH weapons can connect to each other or to TRANSFORMERS MECHTECH figures to "power-up" the figure. Leading the way in this new expression is the MECHTECH ULTIMATE OPTIMUS PRIME action figure, one of the largest, most impressive TRANSFORMERS action figures. Following are highlights of the new MECHTECH line.

- **TRANSFORMERS MECHTECH ULTIMATE OPTIMUS PRIME Action Figure**

(Approximate retail price: \$79.99; Ages: 5 & up; Available: 8/1/2011)

With the upcoming *TRANSFORMERS: DARK OF THE MOON* movie, one of the most iconic characters in the TRANSFORMERS lore will capture the spotlight as his heroic story becomes the focus of the first-ever 3D TRANSFORMERS movie. Now, an action figure befitting such an icon will be available with the new TRANSFORMERS MECHTECH ULTIMATE OPTIMUS PRIME action figure. The figure includes the AUTOBOT leader's classic trailer that doubles as a weapons arsenal and is an integral part of the figure's converting play pattern. The TRANSFORMERS MECHTECH ULTIMATE OPTIMUS PRIME figure features three modes of conversion – vehicle, robot, and robot with "mech suit." –The trailer, which serves as a weapons depot and command center, also converts into a "mech suit" that OPTIMUS PRIME shows off when it's time to rumble. Featuring lights, launching projectiles, electronic battle sounds and OPTIMUS PRIME phrases, this is the must-have item for kids and fans alike. 3 AA batteries included.

- **TRANSFORMERS MECHTECH LEADER Action Figure Assortment**

(Approximate retail price: \$39.99; Ages: 5 & up; Available: 5/16/2011)

The TRANSFORMERS MECHTECH action figures each come with a unique converting MECHTECH weapon that is interchangeable with all other core TRANSFORMERS MECHTECH figures. The weapons from each figure can connect with weapons from other figures for more powerful play. The TRANSFORMERS MECHTECH TRANSFORMERS LEADER class assortment offers a large scale with tremendous character detail, includes lights and sounds, converts from robot to vehicle and comes with a large MECHTECH weapon. Characters include BUMBLEBEE, IRONHIDE and more. Each figure sold separately. 2 AA batteries included.

- **TRANSFORMERS MECHTECH VOYAGER CLASS and DELUXE Action Figure Assortments**
(Approximate retail price: Voyager \$11.99; Deluxe \$19.99; Ages: 5 & up; Available: 5/16/2011)
The TRANSFORMERS MECHTECH line of action figures each come with a unique converting MECHTECH weapon that is interchangeable with all other core TRANSFORMERS MECHTECH figures. Each figure's weapon can connect with weapons from other figures for more powerful play. The figures in the TRANSFORMERS MECHTECH TRANSFORMERS VOYAGER CLASS scale convert from robot to vehicle and offer a unique MECHTECH weapon. VOYAGER CLASS characters include OPTIMUS PRIME, IRONHIDE and MEGATRON. The TRANSFORMERS MECHTECH DELUXE figures are the smallest scale of the series and offer a wide breadth of AUTOBOT and DECEPTICON characters, including BUMBLEBEE, RATCHET and STARScream. Each figure sold separately.

TRANSFORMERS CYBERVERSE Line

Collectability has been an inherent part of TRANSFORMERS action figures since their inception over twenty five years ago. The new TRANSFORMERS CYBERVERSE line of action figures is created in a collectable, small scale and features easier robot-to-vehicle conversion than its larger counterparts in the MECHTECH line. The easier conversion and smaller scale allows kids to change the toys from robot to vehicle and play out the TRANSFORMERS fantasy! The new CYBERVERSE line features action figures as well as playsets, including the CYBERVERSE ARK PLAYSET, a TRANSFORMERS spaceship that converts to a battle station. Following are highlights of the new CYBERVERSE line.

- **TRANSFORMERS CYBERVERSE AUTOBOT ARK Space Craft**
(Approximate retail price: \$29.99; Ages: 5 & up; Available: 8/1/2011)
No AUTOBOT intergalactic expedition would be complete without the TRANSFORMERS CYBERVERSE AUTOBOT ARK space craft! "Rocketing through space" to take out the menacing DECEPTICONS, the AUTOBOT ship has the ability to change into Battle Station Mode revealing multiple play areas for CYBERVERSE action figures. This playset features electronic lights and sounds, as well as the ability to launch projectiles. There's also a holding cell for captured DECEPTICONS! Includes one CYBERVERSE LEGION CLASS figure. Additional figures sold separately. 2 AA batteries required.
- **TRANSFORMERS CYBERVERSE COMMANDER CLASS and LEGION CLASS Action Figure Assortments**
(Approximate retail price: COMMANDER CLASS \$7.99; LEGION CLASS \$4.99; Ages: 5 & up; Available: 5/16/2011)
The TRANSFORMERS CYBERVERSE line of action figures are created in fun, small collectible scales, feature popular characters from the TRANSFORMERS universe and are easy to convert from robot to vehicle! To play out the battle of the AUTOBOTS vs. the DECEPTICONS, the TRANSFORMERS CYBERVERSE COMMANDER CLASS figures come with converting accessories and gear to take the battle to the next level. The TRANSFORMERS CYBERVERSE LEGION CLASS figures sport c-clamp hands that can hold weapons and interact with CYBERVERSE playsets. More than 20 figures exist within the line to collect. Each figure sold separately. Subject to availability.

TRANSFORMERS ROBOPOWER Line

Featuring TRANSFORMERS role-play items as well as action figures and other toys for the younger TRANSFORMERS fan, the new ROBOPOWER line offers the opportunity for kids, and kids at heart, to "live out" the broad TRANSFORMERS fantasy. Following are highlights from the TRANSFORMERS ROBOPOWER Line.

- **TRANSFORMERS CINE-MASK 3D Masks**
(Approximate retail price: \$9.99; Ages: 5 & up; Available: 5/16/2011)
Get ready for TRANSFORMERS role-play masks that are "MORE THAN MEETS THE EYE!" New to the TRANSFORMERS line, fans can gear up and roll out with the TRANSFORMERS CINE-MASK 3D Masks for an all-new, one-of-a-kind experience. Each role-play mask – offered in OPTIMUS PRIME and BUMBLEBEE styling – functions as a "battle mask" to play out the TRANSFORMERS fantasy as one of these AUTOBOT characters. Each mask is also equipped with built in RealD 3D lenses that allow fans to watch any RealD 3D compatible movie! Each mask sold separately.
- **TRANSFORMERS ROBOPOWER ACTIVATORS Assortment**
(Approximate retail price: \$7.99; Ages: 4 & up; Available: 5/16/2011)
With just a simple push of a button, a child's favorite TRANSFORMERS character can change from robot to vehicle mode. TRANSFORMERS ROBO POWER ACTIVATORS assortment is a great entry point for younger fans into the world of the TRANSFORMERS brand. Each figure sold separately.

TRANSFORMERS SPEED STARS STEALTH FORCE Vehicles

In the heat of the ongoing epic battle between the AUTOBOTS and DECEPTICONS, both the heroes and villains often need to remain “Hidden in Plain Sight” while in vehicle mode. With the new STEALTH FORCE feature, TRANSFORMERS characters battle in vehicle mode with hidden weapon reveals! The line of SPEED STARS STEALTH FORCE vehicles highlights this element of the TRANSFORMERS fantasy with automatic or simple conversions from traditional vehicle mode to a vehicle battle mode featuring “pop-out” weapons for high-speed battles. Following are highlights from the TRANSFORMERS SPEED STARS STEALTH FORCE LINE.

- **STEALTH FORCE BUMBLEBEE**

(Approximate retail price: \$24.99; Ages 4 & up; Available 5/16/2011)Featuring electronic lights and sounds, motorized conversions and firing projectiles, kids can “bring to life” an epic TRANSFORMERS battle with this new vehicle from the SPEED STARS STEALTH FORCE TRANSFORMERS line. For covert combat, watch as select parts of this BUMBLEBEE Chevrolet Camaro vehicle convert with the touch of a button to reveal stealth mode weaponry hidden inside to battle the evil DECEPTICONS like no other vehicle available. Product does not convert to robot. 3 AAA batteries included.

About Hasbro

[Hasbro, Inc.](http://www.hasbro.com) (NASDAQ: HAS) is a branded play company providing children and families around the world with a wide-range of immersive entertainment offerings based on the Company’s world class brand portfolio. From toys and games, to television programming, motion pictures, video games and a comprehensive licensing program, Hasbro strives to delight its customers through the strategic leveraging of well-known and beloved brands such as TRANSFORMERS, LITTLEST PET SHOP, NERF, PLAYSKOOL, MY LITTLE PONY, G.I. JOE, MAGIC: THE GATHERING and MONOPOLY. The Hub, Hasbro’s multi-platform joint venture with Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) launched on October 10, 2010. The online home of The Hub is www.hubworld.com. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

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TRANSFORMERS: DARK OF THE MOON, is directed by Michael Bay, written by Ehren Kruger and produced by Don Murphy & Tom DeSanto, Lorenzo di Bonaventura and Ian Bryce. The executive producers are Steven Spielberg, Michael Bay, Brian Goldner and Mark Vahradian.

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