

NEW 2008 TRANSFORMERS TOYS DELIVER “MORE THAN MEETS THE EYE”

Feb 14, 2008



NEW 2008 TRANSFORMERS TOYS DELIVER “MORE THAN MEETS THE EYE” EXPERIENCE FOR FANS OF LAST YEAR’S BLOCKBUSTER MOVIE

Both Kids and Collectors Will Love New Line-Up of ‘ROBOTS IN DISGUISE’

PAWTUCKET, R.I., (February 2008) – In 2008, Hasbro will build on the buzz generated by last year’s blockbuster TRANSFORMERS movie by offering a variety of new products in both the TRANSFORMERS Movie and TRANSFORMERS Universe segments.

This Spring, fans of the blockbuster TRANSFORMERS movie, can find new versions of their favorite big-screen characters as well as all-new characters in the TRANSFORMERS MOVIE ALLSPARK POWER segment. The ALLSPARK POWER theme brings new TRANSFORMERS characters to life and gives existing characters more power for kids of all ages. Also, new assortments include MOVIE SCREEN BATTLES and ALLSPARK BLASTERS that enable kids and fans to relive their favorite scenes from the film again and again.

In the Fall, Hasbro will introduce TRANSFORMERS Universe, a new “world of” TRANSFORMERS segment that celebrates the nearly 25-year heritage of the brand. The Universe segment will include new Classics assortments, as well as Robot Heroes. Inspired by the look and spirit of the original figures, the TRANSFORMERS Universe Classic line features all new, realistically-styled versions of classic TRANSFORMERS characters. Advances in design and technology allow Hasbro to redesign some of the most beloved characters for today’s kids, while giving fans a chance to relive their childhood with the most realistic AUTOBOTS and DECEPTICONS figures available.

TRANSFORMERS UNIVERSE products

UNIVERSE CLASSICS DELUXE ASSORTMET

(Approximate Retail price: \$9.99; Ages: 5 & up; Available: Fall)

Fans of all ages will enjoy these realistically-styled vehicles and key characters from all parts of the TRANSFORMERS lore. All figures come with the authentic TRANSFORMERS action that enables them to change from vehicle mode to robot mode, and some include additional features such as firing projectiles.

UNIVERSE CLASSICS ULTRA assortment

(Approximate Retail price: \$26.99; Ages: 5 & up; Available: Fall)

Only the newly designed ULTRA scale is big enough to hold POWERGLIDE and ONSLAUGHT! Featuring all new molds, lights and sounds in both modes, these Ultra scale figures provide action packed play for TRANSFORMERS fans of all ages.

UNIVERSE ROBOT HEROES

(Approximate Retail price: \$5.99; Ages: 3 & up; Available: Fall)

ROBOT HEROES also pays tribute to the rich history of the TRANSFORMERS brand. This cute, exaggerated-form style of TRANSFORMERS will highlight favorite characters from various TRANSFORMERS lore including G1 and BEAST WARS. A total of ten 2-packs will be released this Fall.

TRANSFORMERS MOVIE products

MOVIE SCREEN BATTLES

(Approximate Retail price: \$19.99; Ages: 5 & up; Available: Now)

Capture memorable moments from the film with the MOVIE SCREEN BATTLES! These movie scene battle packs include everything fans need to recreate the most intense, dramatic scenes from the TRANSFORMERS movie. Each pack includes a fully converting deluxe scale figure and several molded characters that are either human or TRANSFORMERS characters from the live-action movie. The action figures come packaged in battle-ready stances and surrounded by battle scene images from the movie.

TRANSFORMERS MOVIE DELUXE assortment

(Approximate Retail price: \$9.99; Ages: 5 & up; Available: Now, with additional waves through Spring 2008)

The fun and excitement continue with the 2008 ALLSPARK POWER assortment of deluxe figures based on the TRANSFORMERS Movie. Through an updated new paint scheme, on-screen favorites such as BUMBLEBEE, will have ALLSPARK POWER running through their veins. The assortment also features newly-created TRANSFORMERS characters such as STOCKADE and LANDMINE. All figures come with the authentic TRANSFORMERS action that enables them to change from vehicle mode to robot mode, and some include additional features such as firing projectiles.

TRANSFORMERS MOVIE LEADER assortment

(Approximate Retail price: \$39.99; Ages: 5 & up; Available: Now)

OPTIMUS PRIME and other popular TRANSFORMERS characters from the movie are represented in these Leader scale figures, which feature lights and sounds in both vehicle AND robot mode. Figures include ALLSPARK POWER versions of NIGHTWATCH OPTIMUS PRIME and DEEP DESERT BRAWL. New premium deco versions of OPTIMUS PRIME, with an all new head and sword sculpt, and MEGATRON, will also be available.

ALLSPARK BLASTER assortment

(Approximate Retail price: \$19.99; Ages: 5 & up; Available: March 2008)

Finally, electronic blaster play is MORE THAN MEETS THE EYE! The new RATCHET and BUMBLEBEE blasters come with electronic lights and sounds that mimic the conversion from arm to blaster -- just like the characters in the 2007 blockbuster movie. One pull of the trigger and the

blasters change from one mode to another, making AUTOBOT-in-training kids ready to battle the DECEPTICONS in a snap.

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 TRANSFORMERS

First introduced in 1984 by Hasbro and Takara as a toy line, TRANSFORMERS has become a global phenomenon inspiring comic books, video games, animated series, films and a convention dedicated to TRANSFORMERS collectors.

For more information on Hasbro's TRANSFORMERS toy line and the live-action feature film, please visit www.transformers.com and www.transformersmovie.com.

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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