



March 1, 2013

## "Transformers Prime" Returns for Third and Final Season with a New Foe: The Predacons!

### The Series Also Debuts with a New Name – "Transformers Prime Beast Hunters"

### Special Four-Hour Catch-Up Marathon Kicks Off The Final Chapter on March 22

LOS ANGELES – [The Hub](#) TV Network, the fastest growing children's cable network, announces the return of the third and final season of the Daytime Emmy® Award-winning CG-animated series "**Transformers Prime Beast Hunters**" from Hasbro Studios on [Friday, March 22](#). The epic saga's return presents a formidable new opponent for the Autobots and the introduction of a third dragon-like faction called the Predacons. A special four-hour marathon ([3:30–7:30 p.m. ET](#)) of back-to-back episodes from the series' second season will run leading up to the season-three premiere which debuts at [7:30 p.m. ET](#).

In the half-hour action series, the epic battle with the Decepticons rages on as Optimus Prime leads his team of Autobots and three human children in a mission to defend Earth and one day restore his home planet of Cybertron. But a brand new enemy emerges that could turn the tide of the war in Megatron's favor.

In the season-three premiere episode, the survival of Optimus Prime is in doubt after Megatron's destruction of the Autobot base on Earth, while the separated members of Team Prime try to reconnect after being scattered to the wind to prevent detection. The final 13 episodes will see Optimus Prime and his team face their greatest challenge yet in a new foe dedicated to the destruction of the Autobots — and potentially, planet Earth.

To "roll out" the final season, The Hub will host a special LA-based, invitation-only, World Premiere Screening Event of the first two episodes of "Transformers Prime Beast Hunters" followed by a Q&A session with cast and executive producers. The show's passionate fans will be able to win tickets to the VIP screening through contests held on various online sites.

Additionally, starting [Friday, April 19 \(7:30 p.m. ET\)](#), the first four episodes of the new season will have special encore presentations that include "Autobots" — behind-the-scenes trivia with exclusive in-picture commentary designed to create an immersive viewing experience. Additional new episodes will resume in May.

On [hubworld.com](#), an all-new show-page design for "Transformers Prime Beast Hunters" will feature exclusive images and video clips, as well as a countdown clock for the season three premiere. Additionally, two brand new games will launch on Friday, March 15 to support the new season. "Relic Hunter" features beloved character Arcee on a mission to Antarctica where she must navigate nine frozen trails to recover an ancient Ionian relic. "Pulsar Defense" features a battle between good and evil as the Autobots race to build up their defenses against the Decepticon's ultimate weapon that threatens to destroy them all.

Finally, The Hub's [Facebook](#) and [Twitter](#) (@HubTVNetwork) platforms will also provide sneak peeks and exclusive content from the new season and extend the viewing experience with additional activities to engage fans of all ages.

The Hub Original Series "Transformers Prime" was honored in 2012 with two Daytime Emmy® Awards, including Outstanding Special Class Animated Program. The wins bring to four the total number of Daytime Emmy® Awards the animated series has received since it premiered in November 2010.

"Transformers Prime Beast Hunter" is executive produced by **Duane Capizzi** ("The Batman," "Superman: Doomsday"), **Jeff Kline** ("Jackie Chan Adventures," "Men in Black: The Animated Series"), **Alex Kurtzman**, and **Roberto Orci** (*Star Trek*, *Cowboys & Aliens*, and *Transformers* feature films and TV's "Fringe" and "Hawaii Five-O"). **Peter Cullen**, **Frank Welker**, **Josh Keaton**, **Jeffrey Combs**, **Kevin Michael Richardson**, **Ernie Hudson**, **Gina Torres**, **John Noble**, **GeorgeTakei**, **Markie Post**, and **Steve Blum** lend their voices to the series, which is produced by Hasbro Studios.

Later this year, fans can look for a 75-minute "Hub Original Family Movie," titled "**Predacons Rising**," which will also be

available on DVD.

### **About The Hub TV Network**

THE HUB is a multi-platform joint venture between Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) and Hasbro, Inc., (NASDAQ: HAS) with a goal of entertaining, enlightening, empowering and educating children and their families. The cable and satellite television network features original programming as well as content from Discovery's library of award-winning children's educational programming; from Hasbro's rich portfolio of entertainment and educational properties built during the past 90 years; and from leading third-party producers worldwide. The Hub lineup includes animated and live-action series, as well as specials, game shows, and family-favorite movies. The network extends its content through a robust and engaging online presence at [www.hubworld.com](http://www.hubworld.com). The Hub rebranded from Discovery Kids on October 10, 2010, and reaches nearly 72 million U.S. households. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

To find the channel in your area, please visit <http://www.hubworld.com> and check the channel locator at the top of the page.

Visit The Hub on Facebook at <http://www.facebook.com/hubtvnetwork>

Note: For artwork, visit [www.press.discovery.com](http://www.press.discovery.com)

### **About Hasbro Studios**

Hasbro Studios is the Los Angeles-based entertainment division of Hasbro, Inc. (NASDAQ: HAS). The studio drives entertainment brand-driven storytelling for the company and is responsible for all television, film, commercial productions and short-form multi-platform content across all traditional and digital media. It develops and produces TV shows based on Hasbro's world class brands, including TRANSFORMERS, MY LITTLE PONY, LITTLEST PET SHOP and SCRABBLE. Many of these shows air on The Hub, a U.S. television network for kids and their families, and in more than 170 countries globally. The Hub is a joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK). The studio is also comprised of the Film Group, which develops films based on Hasbro's world class brands, including TRANSFORMERS 4 (Paramount), STRETCH ARMSTRONG (Relativity Media) and CANDY LAND (Sony), and oversees commercials and short-form content production.

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Information:

JP Shields

(818) 531-3672

JP\_Shields@hubtv.com