



May 12, 2014

TRANSFORMERS Launches CYBERTRON MONDAY, a Global Online Sales Event

TRANSFORMERS: AGE OF EXTINCTION Toys and Products Go on Sale around the Globe, Uniting Fans Young and Old on Monday, May 12

PAWTUCKET, R.I.--(BUSINESS WIRE)-- For the first time, the iconic TRANSFORMERS brand invites fans to participate in CYBERTRON MONDAY, an online global sales event on May 12, 2014, featuring a new, exclusive movie trailer for Michael Bay's *TRANSFORMERS: AGE OF EXTINCTION* from Paramount Pictures on participating retailer websites. Cybertron Monday launches the all new action figure and licensed products based on the feature film with participating online retailers, including Amazon, Target, Toys "R" Us, Walmart, K-mart, Tesco, Argos, Ripley, Tmall.com and Toys "R" Us Asia as well as HasbroToyShop.com. Fans can visit www.CybertronMonday.com for more information on where products will be available.

"Partnering with Global retailers for CYBERTRON MONDAY is a great new way to kick off the release of our new and innovative TRANSFORMERS: AGE OF EXTINCTION line," said Eric Nyman, Senior Vice President of Global Marketing, Hasbro. "CYBERTRON MONDAY provides fans of the TRANSFORMERS brand all around the globe the ability to experience the all new product line available from our retail partners on May 12th, as well as exciting film details, digital engagement and products in our new app partnership with Paramount. Now is a great time to be a TRANSFORMERS fan!"

With Cybertron Monday, [Hasbro, Inc.](http://Hasbro.Inc) (NASDAQ:HAS) has launched the TRANSFORMERS Official Movie App, available now for download on iTunes & Google Play. The app features galleries stocked with movie and toy photography and videos, character bios, as well as the ability to engage in weekly in app "Missions." Within the app, fans will also be able to view exclusive *TRANSFORMERS: AGE OF EXTINCTION* cast interviews with Mark Wahlberg, Nicole Peltz and Jack Reynor. As the film release date approaches, the app will be updated to include movie ticket purchasing, augmented reality features, new photography and videos, and the ability to build your very own TRANSFORMERS Construct-bot figure. "Hasbro has delivered an experience for fans around the globe as they count down to the release of the feature film," said Megan Wahtera, Senior Vice President of Digital at Paramount Pictures. "We're excited to support the app with exclusive movie content leading up to the film's release this summer."

The app is available on iTunes and Google Play

TRANSFORMERS: AGE OF EXTINCTION is the fourth film in director Michael Bay's global blockbuster franchise. Mark Wahlberg, Stanley Tucci, Li Bingbing, Kelsey Grammer, Sophia Myles, T. J. Miller, Nicola Peltz, Jack Reynor and Titus Welliver star. The film begins after an epic battle that left a great city torn, but with the world saved. As humanity picks up the pieces, a shadowy group reveals itself in an attempt to control the direction of history... while an ancient, powerful new menace sets Earth in its crosshairs. With help from a new cast of humans, *Optimus Prime* (voiced by Peter Cullen) and the *Autobots* rise to meet their most fearsome challenge yet. In an incredible adventure, they are swept up in a war of good and evil, ultimately leading to a climactic battle across the world.

Produced By Don Murphy & Tom DeSanto, Lorenzo Di Bonaventura and Ian Bryce. Based on Hasbro's Transformers™ Action Figures. Written By Ehren Kruger. Directed By Michael Bay.

TRANSFORMERS: AGE OF EXTINCTION opens in theaters on June 27, 2014.

Transformers fans over 13 years of age can get the latest updates on the TRANSFORMERS brand, including toys and entertainment, at the Official TRANSFORMERS Facebook page at www.facebook.com/TRANSFORMERS.

Fans can also text TRANSFORMERS to 38470 to receive a special voice message from OPTIMUS PRIME himself on CYBERTRON MONDAY to remind them of the special day.

About Hasbro, Inc.

[Hasbro, Inc.](#) (NASDAQ:HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through the creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF and LITTLEST PET SHOP. From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative play and entertainment experiences, in a variety of forms and formats, anytime and anywhere. The Company's Hasbro Studios develops and produces television programming for more than 180 markets around the world, and for the U.S. on Hub Network, part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK). Through the company's deep commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world for future generations and to positively impact the lives of millions of children and families every year. It has been recognized for its efforts by being named one of the "World's Most Ethical Companies" and is ranked as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at www.hasbro.com.

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Press:

Hasbro, Inc.

Crystal Flynn, 401-727-5129

crystal.flynn@hasbro.com

or

Hunter Public Relations

Joe Moscone, 212-679-6600

jmoscone@hunterpr.com

Source: Hasbro, Inc.

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