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Universal Orlando Resort Reveals Grand Opening Date for Blockbuster Attraction, TRANSFORMERS: The Ride - 3D

ORLANDO, Fla., May 2, 2013 /PRNewswire/ -- Megatron and the Decepticons are closing in on Orlando... we must prepare for battle...

(Photo: <http://photos.prnewswire.com/prnh/20130502/FL06594>)

The highly anticipated blockbuster attraction TRANSFORMERS: The Ride — 3D will officially open on Thursday, June 20, 2013, Universal Orlando announced today.

Universal also launched an all-new "Join the Resistance" Facebook experience to prepare fans for the battle they'll experience on the mega-attraction. "Recruits" can create their very own NEST IDs, train for battle, access exclusive photos and video and win prizes — including a trip to the attraction's grand opening celebration on June 20. Click [here](#) to join the resistance.

TRANSFORMERS: The Ride — 3D is a mind-blowing, action-packed ride experience that pushes the limits of technology to place guests in the middle of a larger-than-life battle between the Autobots and the Decepticons. The ride was created under license from Hasbro, Inc. and is based on its iconic TRANSFORMERS brand.

The battle begins when guests enter the NEST facility — the headquarters for the government operation that partners with the Autobots to protect Earth from the Decepticons. While inside, they are recruited to help protect the AllSpark — a powerful energy source that would allow the Decepticons to destroy the planet. Guests board EVAC — an Autobot created exclusively for the attraction — to transport the AllSpark to safety. But beware...the Decepticons are in close pursuit...

For more information about Universal Orlando and TRANSFORMERS: The Ride — 3D, visit www.universalorlando.com.

About Universal Orlando Resort

There are many ways to enjoy your Orlando vacation, but there is only one place where vacation becomes adventure: Universal Orlando Resort. It is a unique destination featuring two theme parks, Universal Studios Florida and Universal's Islands of Adventure, three magnificently themed on-site hotels and a nighttime entertainment complex. It's the only Orlando destination where you are not just entertained — you become part of the most exhilarating entertainment ever created. You can soar above Hogwarts with Harry Potter, swing above the streets with Spider-Man, battle aliens alongside Agent J, and help Shrek save Princess Fiona in Shrek 4-D. Now open: the new, heart-warming and hilarious Despicable Me Minion Mayhem ride. And coming soon: TRANSFORMERS: The Ride-3D.

Universal Orlando Resort is part of NBCUniversal, a Comcast company.

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, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative, 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 Company's Hasbro Studios develops and produces television programming for markets around the world. The Hub TV Network is part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), in the U.S. 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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