



## **TRANSFORMERS FANS GET READY FOR BIGGEST YEAR EVER AS HASBRO CELEBRATES THE BRAND'S 30<sup>TH</sup> ANNIVERSARY**

New "Generations" Toys Based On the Iconic Brand's 30-Year History and the New Film *TRANSFORMERS AGE OF EXTINCTION* Make 2014 a Memorable Year for Fans

PAWTUCKET, R.I. – February 15, 2014 – Hasbro, Inc. (NASDAQ: HAS) announced details of the 30<sup>th</sup> Anniversary celebration of its iconic TRANSFORMERS brand today at The American International Toy Fair in New York. 2014 will be "More Than Meets The Eye" for the beloved franchise, as OPTIMUS PRIME and the AUTOBOTS return to theaters in the new movie *TRANSFORMERS: AGE OF EXTINCTION* this June from Paramount Pictures and director Michael Bay. Hasbro will also celebrate the 30<sup>th</sup> Anniversary with a variety of new brand experiences including digital gaming, KRE-O construction sets and more.

"TRANSFORMERS is one of the biggest brands in the world, and we're thrilled to be celebrating its 30<sup>th</sup> Anniversary with a year of tremendous innovation and excitement from our entertainment, our toys and our partners," said Eric Nyman, Senior Vice President of Global Marketing, Hasbro, Inc. "With the most exciting big-screen installment yet, great programs from our publishing and digital partners and fantastic toys for TRANSFORMERS fans of every generation, we're looking forward to the next 30 years of our favorite AUTOBOTS and DECEPTICONS."

*TRANSFORMERS: AGE OF EXTINCTION*, hitting theaters in the U.S. on June 27<sup>th</sup> of this year, marks the fourth big-screen TRANSFORMERS film from director Michael Bay and Paramount Pictures. The new film introduces a new cast of human characters, including Mark Wahlberg as Cade Yeager, and unites a cast of new and returning TRANSFORMERS robot characters, including classic characters OPTIMUS PRIME and BUMBLEBEE and eagerly awaited new additions like GRIMLOCK and the DINOBOTS!

In honor of the year-long celebration, Hasbro is releasing a record 73 fan-targeted TRANSFORMERS GENERATIONS figures, featuring classic conversions and the most detailed and accurate action figures of characters from *TRANSFORMERS: AGE OF EXTINCTION* and throughout the brand's history. Additionally, in celebration of The 30<sup>th</sup> Anniversary, a non-movie TRANSFORMERS GENERATIONS line features the launch of a new scale, GENERATIONS LEADER CLASS, with the release of an incredible new JETFIRE figure. And the TRANSFORMERS GENERATIONS DELUXE scale line will include the "Fan Built Bot" WINDBLADE, a new character who was designed with the help of TRANSFORMERS fans around the world! WINDBLADE will be the 30<sup>th</sup> figure in the "THRILLING 30" program, which features 30 limited-edition TRANSFORMERS figures in celebration of the 30<sup>th</sup> Anniversary.

Hasbro and its partners will also be celebrating the TRANSFORMERS brand's 30<sup>th</sup> Anniversary with a "THRILLING 30" program across Hasbro's toys and programs in publishing and digital gaming from Hasbro's partners, including the "DARK CYBERTRON" transmedia event! Based on the epic crossover storyline occurring in IDW Publishing's flagship TRANSFORMERS titles, "DARK CYBERTRON" comics issues are also available packed in with Hasbro's TRANSFORMERS GENERATIONS Deluxe toy line, and the characters are featured in a special event in the "TRANSFORMERS LEGENDS" mobile game from DeNA Co., Ltd. The next chapter in Activision's blockbuster TRANSFORMERS console game series will also be released in 2014—*TRANSFORMERS: RISE OF THE DARK SPARK*, which unites characters from the TRANSFORMERS film universe and the universe from Activision's popular *TRANSFORMERS: FALL OF CYBERTRON* game for the first time!

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

**About Hasbro, Inc.**

[Hasbro, Inc.](https://www.hasbro.com) (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](https://www.hasbro.com).

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