



March 15, 2011

Hasbro Delivers "16 Weeks of Cyber Sweeps" to TRANSFORMERS Fans

Limited Edition TRANSFORMERS: DARK OF THE MOON CYBERVERSE OPTIMUS PRIME Action Figure Preview Pack Hits Shelves and Kicks Off Online 3D "Cyber Sweeps" Promotion

PAWTUCKET, R.I., Mar 15, 2011 (BUSINESS WIRE) -- The iconic [TRANSFORMERS](#) brand from [Hasbro](#), Inc. (NASDAQ: HAS) announced today the start of the "*TRANSFORMERS: DARK OF THE MOON* 16 Weeks of Cyber Sweeps" event, a 16-week-long consumer promotion. Leading up to the worldwide release of the new Paramount Pictures live-action movie from director Michael Bay, and executive producer Steven Spielberg, [TRANSFORMERS: DARK OF THE MOON](#), on Friday, July 1, fans will have the opportunity to win grand prizes each week varying from Hasbro TRANSFORMERS toy packages to a family trip for four to the star-studded U.S. premiere of the movie -the first-ever TRANSFORMERS film in 3D. To enter, fans can visit WWW.TRANSFORMERSCYBERSWEEPS.COM.

The winner of the *TRANSFORMERS: DARK OF THE MOON* U.S. movie premiere tickets will be announced in a commercial that will air on Saturday, April 2 during Nickelodeon's 2011 Kids' Choice Awards, of which Hasbro is a presenting sponsor. The "*TRANSFORMERS: DARK OF THE MOON* 16 Weeks of Cyber Sweeps" website features unique TRANSFORMERS content, games and trivia in a "MORE THAN MEETS THE EYE" 3D experience. There will be a new prize and chance to win each week.

To help kick off the 16 week countdown to the movie, a Limited Edition *TRANSFORMERS: DARK OF THE MOON* CYBERVERSE OPTIMUS PRIME Preview Pack is now available at retail locations nationwide. In addition to being the first figure in the *TRANSFORMERS: DARK OF THE MOON* line to hit shelves, the OPTIMUS PRIME CYBERVERSE CLASS figure comes packaged with a pair of 3D glasses featuring OPTIMUS PRIME styling that will enable fans to see 3D content on the official TRANSFORMERS website (WWW.TRANSFORMERS.COM) as well as the promotional website (WWW.TRANSFORMERSCYBERSWEEPS.COM). The Limited Edition *TRANSFORMERS: DARK OF THE MOON* CYBERVERSE OPTIMUS PRIME Preview Pack is for ages 5 and up and retails for approximately \$7.99. Fans can expect more *TRANSFORMERS: DARK OF THE MOON* products to hit shelves the week of May 16, 2011.

The "*TRANSFORMERS: DARK OF THE MOON* 16 Weeks of Cyber Sweeps" promotion is open to U.S. residents (void in Alaska, Hawaii and Puerto Rico) ages 8-15 during weeks 1, 2 and 16, ages 6-15 during weeks 3 through 15 and ends on July 2, 2011. No purchase is necessary to enter. For more information about the promotion, visit WWW.TRANSFORMERSCYBERSWEEPS.COM.

About Hasbro

[Hasbro, Inc.](#) (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, video games and a comprehensive licensing program, Hasbro strives to delight its customers through the strategic leveraging of 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 Hub, Hasbro's multi-platform joint venture with Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) launched on October 10, 2010. The online home of The Hub is www.hubworld.com. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

Come see how we inspire play through our brands at . © 2010 Hasbro, Inc. All Rights Reserved.

TRANSFORMERS: DARK OF THE MOON, is directed by Michael Bay, written by Ehren Kruger and produced by Don Murphy & Tom DeSanto, Lorenzo di Bonaventura and Ian Bryce. The executive producers are Steven Spielberg, Michael Bay, Brian Goldner and Mark Vahradian.

Photos/Multimedia Gallery Available: www.businesswire.com/cgi-bin/mmg.cgi?eid=6647446&lang=en

SOURCE: Hasbro, Inc.

Hasbro, Inc.

Daniel Benkwitt, 401-727-5318

dbenk Witt@hasbro.com