



June 27, 2011

Hasbro to Unveil TF3 Crew Series Apparel and Accessories Line at New Era's SoHo Flagship Store

Exclusive Collection Designed by New Era, Oakley, Zazzle**

And Red Monkey Designs to Launch at Retail This Month

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro, Inc.](#) (NASDAQ: HAS) today announced the launch of the TF3 CREW Series, a "behind-the-scenes" apparel and accessories collection designed for TRANSFORMERS fans and inspired by the gear worn on the set of the *Transformers: Dark of the Moon* movie. The exclusive collection, created by New Era, Oakley, Zazzle and Red Monkey Designs, will be showcased in New Era's flagship SoHo store on Monday, June 27, 2011.

"Our CREW series offers consumers a chance to feel like a member of the TRANSFORMERS production team, with hip and edgy product inspired by film as well as the movie makers' on-set gear," said Simon Waters, SVP, Global Brand Licensing and Publishing, Hasbro. "New Era is a premium lifestyle brand and we're thrilled to be able to launch the TF3 CREW Series at their SoHo store."

About TF3 CREW Series

As part of the TF3 CREW Series, [New Era](#) will offer exclusive caps, inspired by those worn on set. The collection is designed to appeal to fans of both the New Era and TRANSFORMERS brands. The caps will be sold exclusively at New Era retail locations and will be available to purchase for the first time at the June 27 event.

For those seeking a balance of fashion and function, Hasbro and Oakley are in the process of entering a license under which Oakley will bring to market TF3 CREW Series 3-D sunglasses mirroring the technical eyewear worn by the editors and crew who developed *Transformers: Dark of the Moon* 3-D special effects. The "More Than Meets the Eye" 3-D shades will be available at Oakley retail stores, www.Oakley.com and through additional authorized Oakley dealers.

Further rounding out the TF3 CREW Series, [Red Monkey Designs](#) is set to unveil an edgy line which includes cuffs, belt buckles and watches based on the film's remarkable imagery — from early renderings and blueprints to set designs and locations. Using elements like brushed metal, wood inlay and embossed leather, Red Monkey Designs pays tribute to the art of film-making. Items will be available in specialty and Red Monkey Design's online boutique.

Hasbro and Zazzle, Inc. are in the process of entering a license under which [Zazzle](#) will bring to market products featuring one of two signature graphics from pop culture artist, and TRANSFORMERS fan, Les Schettkoe. Saluting OPTIMUS PRIME and BUMBLEBEE, Schettkoe drew his inspiration from concept art and brand iconography. Consumers can customize tees, iPod® and iPad™ cases— and even skateboards, with Schettkoe's film-inspired renderings.

The TF3 CREW Series carries an approximate retail price of \$25 to \$250 and includes nearly 30 items.

About the event

On Monday, June 27 from 6-8 p.m., Hasbro will launch its CREW Series at New Era's SoHo store (9 East 4th Street, NY, NY) with music, give-aways, special guests and the chance to win an ultimate prize pack...two tickets to the New York premier of the new Paramount Pictures film *Transformers: Dark of the Moon* taking place in New York on June 28.

In addition to fun give-aways and prize packs, the first 100 guests will receive AMC movie passes redeemable for *Transformers: Dark of the Moon* movie tickets.

Visit <http://www.neweracap.com/TF3legal> for the Official Rules.

About "Transformers: Dark of the Moon"

When a mysterious event from Earth's past erupts into the present day it threatens to bring a war to Earth so big that the *Transformers* alone will not be able to save us. The movie stars Shia LaBeouf, Josh Duhamel, John Turturro, Tyrese Gibson, Rosie Huntington-Whiteley, Patrick Dempsey, Kevin Dunn, Julie White with John Malkovich and Frances McDormand. "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. It opens worldwide beginning June 29th.

About Paramount Pictures Corporation

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NYSE: VIA, VIA.B), a leading content company with prominent and respected film, television and digital entertainment brands. The company's labels include Paramount Pictures, Paramount Vantage, Paramount Classics, Insurge Pictures, MTV Films and Nickelodeon Movies. PPC operations also include Paramount Digital Entertainment, Paramount Famous Productions, Paramount Home Entertainment, Paramount Pictures International, Paramount Licensing Inc., Paramount Studio Group and Paramount Television & Digital Distribution.

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About Hasbro

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**Editors' Note: Deals noted with an asterisk are agreements reached in principle, with binding written agreements to be negotiated.*

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