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## Hasbro Invites Kids and Fans to Create New TRANSFORMERS Character

*Opening Globally Today, the "Fan Built Bot" Poll Kicks-Off Celebration of the Iconic Brand's 30<sup>th</sup> Anniversary by Allowing Fans to Create New TRANSFORMERS Character*

PAWTUCKET, R.I.--(BUSINESS WIRE)-- For the first time in history, the [Hasbro, Inc.](#) (NASDAQ: HAS) TRANSFORMERS brand is inviting fans of all ages around the globe to help create a new TRANSFORMERS character that will be forever added to the TRANSFORMERS world. In anticipation of the TRANSFORMERS' brand 30<sup>th</sup> anniversary in 2014, the "Fan Built Bot" Poll kicks off today, and will run through May 5<sup>th</sup> on [TRANSFORMERS.com/vote](#). Hasbro invites fans to vote daily to shape this new TRANSFORMERS character. The new character will be made into an action figure featured in the "Thrilling 30" line of toys to celebrate the anniversary.

Hasbro is giving kids and fans the opportunity to make the "Fan Built Bot" character with votes determining everything from being an AUTOBOT or DECEPTICON—to its vehicle or other mode, color, personality and more. Kids and fans are encouraged to vote daily! Also, to keep with the theme of the fans being the ones who really shape and create this new TRANSFORMERS character, Hasbro will also give fans a say in the naming of the new character. More details on the naming will be announced soon.

"Since 1984, the TRANSFORMERS brand has been bringing entertainment and excitement to kids and fans with our beloved characters like BUMBLEBEE and OPTIMUS PRIME. We invite all fans to help us kick off the 30<sup>th</sup> anniversary of TRANSFORMERS with a new character of their choice — for the first time in history," said Jay Duke, vice president of the TRANSFORMERS brand at Hasbro. "This is the perfect way to kick off our anniversary celebration and the 'Thrilling 30' line of special edition figures. It will be tremendous fun for everyone to keep track of the entire process from the designing of the character; leading up to its introduction as a toy and watching it become a part of the TRANSFORMERS brand."

The results of the poll will be announced by Hasbro at this year's Comic-Con International in San Diego, as part of the official kick-off to Hasbro's TRANSFORMERS "Thrilling 30" anniversary celebration. Kids and fans will be able to purchase the "Fan Built Bot" character as a toy and will see the new character appear in official TRANSFORMERS comic books.

For further information visit the official polling page at [TRANSFORMERS.COM/vote](#) as well as the TRANSFORMERS Facebook page at [Facebook.com/Transformers](#).

### About Hasbro

[Hasbro, Inc.](#) (NASDAQ: HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF, LITTLEST PET SHOP and G.I. JOE. 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 170 markets around the world, and for the U.S. on The Hub TV 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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