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Hasbro Brings 'MORE THAN MEETS THE EYE' Excitement to Dallas with the 18th Annual TRANSFORMERS Convention

The TRANSFORMERS Global Entertainment Phenomenon Rolls Into Texas With Special Guests, Interactive Experiences and Much More

PAWTUCKET, R.I.--(BUSINESS WIRE)-- Thousands of [TRANSFORMERS](#) fans from around the world will celebrate the iconic brand from Hasbro, Inc. (NASDAQ: HAS) in Dallas as the TRANSFORMERS fan convention known as "[BOTCON](#)" serves up a Texas-sized helping of AUTOBOTS and DECEPTICONS from April 27-29. Hasbro and the TRANSFORMERS Collectors' Club, will be offering opportunities to engage in and learn about the TRANSFORMERS brand that can only be experienced at BOTCON.

In 2012, the TRANSFORMERS brand continues to deliver innovative and world class entertainment experiences based on its characters and compelling storyline. In addition to the second season of the award winning animated series [Transformers Prime](#), the brand welcomes [Transformers Rescue Bots](#), an animated series for a younger audience. Both series are produced by Hasbro Studios and currently air on The Hub television network in the U.S. For an entirely new immersive TRANSFORMERS experience the brand sees its colossal characters "brought to life" with the introduction of [Universal Studios Hollywood's](#)SM epic new thrill ride, "[Transformers™: The Ride3D](#)" opening this May. Working in collaboration with Michael Bay, who served as the ride's Creative Consultant, the visionary special effects team at Industrial Light & Magic (ILM), and the innovative minds at Universal Creative, Universal Studios Hollywood's new breakthrough mega-attraction will propel guests into the action-packed robotic world of TRANSFORMERS. As the theme park's most ambitious ride ever built, this immersive experience is a technologically advanced motion-based, flight simulator thrill ride designed to catapult guests into an entirely new awe-inspiring 3D-HD TRANSFORMERS reality where they will be propelled along 2,000 feet of ride track and enveloped in 14 gigantic screens, many of which tower to heights of 60 feet tall.

Hasbro will also be celebrating two new major upcoming video games including the much buzzed about [Transformers: Fall of Cybertron](#) title launching August 28th from Activision and High Moon Studios with live game demos on the show floor, as well as the [Transformers: Universe](#) MMO from Jagex Studios. The brand also celebrates the continued popularity and new stories featured in [TRANSFORMERS comics](#) from the publishing team at IDW. Attendees at this year's BOTCON will be able to experience the wide breadth of TRANSFORMERS offerings from these licensees and Hasbro including interactive exhibits, informative panels and hands-on interaction with toy designers as well experts and creators behind video games, publishing and animation based on the brand.

Attendees will be able to preview new and yet-to-be seen TRANSFORMERS toys from Hasbro's 2012 product line including new [TRANSFORMERS BOT SHOTS](#) toys, figures based on the popular [Transformers Prime](#) animated series as well as figures based on the [Transformers: Fall of Cybertron](#) videogame. Hasbro's [KRE-O](#) building set brand will also be featured at BOTCON for attendees to see and play with. KRE-O TRANSFORMERS products launching this fall will focus on a new theme called the QUEST FOR ENERCON, pitting the AUTOBOTS against the DECEPTICONS on a mission to keep the ultimate ENERCON weapon from falling into the wrong hands. Each new 2012 KRE-O TRANSFORMERS set is a 2-in-1 build featuring favorite TRANSFORMERS characters in vehicle and robot modes and includes several KREON figures and exclusive ENERCON bricks. BOTCON will also feature panel discussions and interactive workshops led by TRANSFORMERS experts and fan-favorite voice actors, as well as many dealer booths where fans can purchase official TRANSFORMERS toys and merchandise.

Additionally, Hasbro will host its third annual [TRANSFORMERS Hall of Fame](#) induction ceremony, celebrating both the humans and the characters that have helped to garner world renown for the brand. The ceremony will take place during BOTCON and will honor fan-favorite TRANSFORMERS comic book author Simon Furman and the legendary voice actor Chris Latta, the original voice of STARScream, who will become the first person posthumously inducted into the TRANSFORMERS Hall of Fame. Both Furman and members of the Latta family will be on hand at the ceremony to accept the honor.

"TRANSFORMERS is one of the most iconic entertainment brands in the world," said Jerry Jivoin, global TRANSFORMERS brand director, Hasbro, Inc. "We look forward to bringing a world-class celebration of the TRANSFORMERS brand to Dallas and

sharing the excitement of the brand with its biggest fans. With *Transformers Prime* burning up the airwaves, a remarkable new thrill ride, new comics from IDW and several new videogames based on the brand, it's a great time for TRANSFORMERS fans, both new and old."

BOTCON is North America's largest annual official gathering of TRANSFORMERS fans and is open to both diehard and casual fans alike, as well as families and children who enjoy the iconic "ROBOTS IN DISGUISE". The convention travels to different cities in the U.S. each year and this year will be held at the Hyatt Regency Dallas, located at 300 Reunion Boulevard in Dallas, Texas. BOTCON will be open to the public on April 28 — 29. Special activities are planned on April 27 for attendees who purchase multi-day packages.

BOTCON general admission sessions will be held on Saturday and Sunday, April 28 and 29. (On Saturday, doors are open from 10 a.m. to 5 p.m.; on Sunday, doors are open from 9:30 a.m. to 3:30 p.m.). Special multi-day packages and exclusive TRANSFORMERS products are available on a limited basis. General admission for adults (13 & up) is \$20 and for children (12 & under) is \$10. Children ages 4 and under will be admitted for free. Additional information can be found at www.BotCon.com or by calling 817-448-9863.

Fans can find the TRANSFORMERS brand on Facebook at www.Transformers.com/Facebook and on YouTube at www.Youtube.com/Transformers.

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About Hasbro's TRANSFORMERS brand

First introduced in 1984 by Hasbro and Takara Tomy, the TRANSFORMERS brand has provided kids with hours of MORE THAN MEETS THE EYE fun with their action figures that convert from robot to vehicles and back again. Legions of kids around the world grew up creating fantastic adventures and battles set on both the planet CYBERTRON and Earth that featured the "good-guy" AUTOBOTS and the "bad-guy" DECEPTICONS. Since then, more than 7500 robots have been introduced in animated TV series, comic books and three live-action feature films.

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 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." Learn more at www.hasbro.com. © 2012 Hasbro, Inc. All Rights Reserved.

About Fun Publications, Inc.

For over 15 years, Fun Publications, Inc. has been a Hasbro licensee offering fans and collectors of pop culture memorabilia news, exclusive product and family events through different print offerings, websites, collector clubs and brand specific conventions such as G.I.JoeCon and BotCon. Located in Fort Worth Texas, Fun Publications reaches a large audience, serving the United States and many other countries such as Japan, Great Britain, Brazil, Australia and Canada. For more information visit TransformersClub.com, GIJoeClub.com, GIJoeCon.com, and BotCon.com. BotCon is a registered trademark of Fun Publications, Inc. (C) 2012 Fun Publications, Inc. All rights reserved.

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