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"MORE THAN MEETS THE EYE" Merchandise Invades Stores Worldwide in Anticipation of This Summer's Live-Action TRANSFORMERS Movie

Wide range of TRANSFORMERS toys, games and consumer products arrive at retail on June 2, 2007

PAWTUCKET, R.I.--(BUSINESS WIRE)--May 31, 2007--This summer, Hasbro (NYSE: HAS) Inc.'s legendary TRANSFORMERS robots "star" in their first-ever live-action feature film, produced by DreamWorks Pictures and Paramount Pictures. While TRANSFORMERS fans will have to wait until July 4 to see the movie, they can start to experience the expanded world of TRANSFORMERS on Saturday, June 2 when Hasbro and its more than 225 licensees launch hundreds of new TRANSFORMERS toys, games, and consumer products at stores nationwide.

The TRANSFORMERS movie line, which can currently be previewed at www.transformers.com, includes, of course, a legion of new action figures featuring the robots from the movies and an awesome voice changer helmet, in addition to products from leading companies such as Activision, HarperCollins, Random House and Extreme Concepts.

"Together with our licensees, Hasbro has created a wide range of innovative toys, games and consumer products that truly deliver on the brand's 'MORE THAN MEETS THE EYE' essence," said Brian Goldner, Hasbro's Chief Operating Officer and Executive Producer on the film. "The full line of merchandise will be enjoyed by both our long-time fans who have loved TRANSFORMERS for more than 20 years as well as the new fans who are just now discovering the franchise through this summer's most anticipated movie."

TRANSFORMERS is directed by Michael Bay (Armageddon, The Rock, Bad Boys I and II) and executive produced by Steven Spielberg. In their efforts to help the humans, the AUTOBOTS meet up with an unsuspecting teen, played by Shia LaBeouf (Disturbia, Holes and Even Stevens), who finds himself in the middle of an intergalactic war being waged on our planet. The movie also stars Josh Duhamel (Las Vegas), Tyrese Gibson (Annapolis, 2 Fast 2 Furious), Megan Fox (Confessions of a Teenage Drama Queen), John Turturro and Jon Voight.

Descriptions of some of the TRANSFORMERS toys, games and other products are listed below, all of which will go on sale June 2, 2007.

TRANSFORMERS OPTIMUS PRIME VOICE CHANGER HELMET (Approximate Retail Price: \$29.99; Ages: 5 & Up)

The OPTIMUS PRIME VOICE CHANGER HELMET, authentically detailed to look like the character in the movie, allows kids to imitate OPTIMUS PRIME and sound like a TRANSFORMERS robot for the first time! The OPTIMUS PRIME VOICE CHANGER HELMET features 3 modes:

- VOICE CHANGER: Make your voice sound like a robot!
- BATTLE PHRASES: OPTIMUS PRIME speaks iconic phrases
- CONVERSION SOUNDS: Hear OPTIMUS PRIME change from a truck to a robot and back!

TRANSFORMERS ARM BLASTER assortment (Approximate retail Price: \$29.99; Ages: 5 & up)

Quickly changing from either STARSCREAM'S jet or OPTIMUS PRIME'S truck, these powerful TRANSFORMERS ARM BLASTERS offer kids the unique opportunity to role-play the galactic battle which AUTOBOTS and DECEPTICONS have waged for centuries! One pull changes the toy from vehicle mode to blaster mode, unleashing the power of a NERF dart blaster. OPTIMUS PRIME comes with 3 Nerf darts and STARSCREAM comes with 4 Nerf darts.

TRANSFORMERS MOVIE LEADER assortment

(Approximate Retail Price: \$39.99; Ages: 5 & up)

It's Prime time! OPTIMUS PRIME and MEGATRON figures feature lights and sounds in vehicle and robot modes. Additionally, the figures feature new "Automorph Technology", a gearing mechanism that allows some parts to move automatically. The Leader scale includes OPTIMUS PRIME and MEGATRON figures.

TRANSFORMERS MOVIE DELUXE and VOYAGER assortments
(Approximate Retail Price: \$9.99 - \$19.99; Ages: 5 & up)

The fun and excitement of 2007's live-action film is placed in kids' hands with the all-new TRANSFORMERS MOVIE action figures. Not only do the figures feature the authentic TRANSFORMERS action that enables all figures to change from vehicle mode to robot mode, but they also feature new "Automorph Technology." Movie-styled figures in the Deluxe and Voyager scales include: OPTIMUS PRIME, MEGATRON, SCORPONOCK, BARRICADE, AUTOBOT JAZZ and BUMBLEBEE figures.

MR. POTATO HEAD OPTIMASH PRIME
(Approximate retail price: \$9.99; Ages: 2 & up)

MR. POTATO HEAD, the iconic face-changing potato friend for kids, takes on the role of a lifetime as the spud-ly leader of the AUTOBOTS, OPTIMASH PRIME. Kids will be able to have all kinds of mix 'n match fun with this wacky spud dressed as OPTIMUS PRIME. The OPTIMASH PRIME figure comes with fun parts, including shoes, ears, eyes and helmet.

TRANSFORMERS Robot Fighters Game - MEGATRON vs. OPTIMUS PRIME
(Approximate retail price \$ 19.99; Ages: 7 & up; Players: 2)

Battle head-to-head as MEGATRON or OPTIMUS PRIME robots! Each player takes control of a hand held robot, knocking your opponent off its base to win a battle. Be the first player to win five battles and you win the game.

TRANSFORMERS 3D Battle-Card Game
(Approximate retail price: \$3.99; Ages: 8 & up)

Build 'em! Battle 'em! The TRANSFORMERS 3D battle-card game lets you take total control of your favorite AUTOBOT and DECEPTICON characters. Crack open a pack and start building your 'bots -- or build them in vehicle form, using the same set of pieces. Then, battle away because even though they're fun to put together, they're even more fun to play with. Each pack comes with four randomly inserted constructible cards (enough to build two characters), two stats cards, and token card.

LICENSED PRODUCTS

Hasbro's licensing division, HPG, has inked more than 225 deals in 70 countries resulting in a tremendous lineup of goods that truly embrace the "MORE THAN MEETS THE EYE" theme of the brand. Beginning on June 2, fans of all ages will find a wide range of highly innovative, hip and fun TRANSFORMERS-licensed products ranging from apparel to publishing, digital media, home decor, food and beverage, health and beauty, automotive, and cards/stationery.

First introduced in 1984 by Hasbro and Takara as a toy line, TRANSFORMERS has become a global phenomenon inspiring comic books, video games, animated series, films and a convention dedicated to TRANSFORMERS collectors.

For more information on Hasbro's TRANSFORMERS toy line and the live-action feature film, please visit www.transformers.com and www.transformersmovie.com.

HPG, the licensing division of Hasbro, Inc. (NYSE: HAS), translates one of the industry's richest portfolios of brands into a world of fun and excitement for children and adults globally. Through a host of publishing, digital media, lifestyle and entertainment platforms, HPG is able to surround consumers of all ages worldwide with consumer products that expand Hasbro's core brands, such as TRANSFORMERS, LITTLEST PET SHOP, MY LITTLE PONY, MONOPOLY, G.I. JOE, TONKA and PLAYSKOOL.

Hasbro (NYSE: HAS) is a worldwide leader in children's and family leisure time entertainment products and services, including the design, manufacture and marketing of games and toys ranging from traditional to high-tech. Both internationally and in the U.S., its PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, TIGER and WIZARDS OF THE COAST brands and products provide the highest quality and most recognizable play experiences in the world.

CONTACT: For Hasbro, Inc.
Hunter PR
Mark Newman, 212-679-6600 ext 213
mnewman@hunterpr.com
or

Hasbro
Audrey DeSimone, 401-727-5857

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