



July 13, 2012

## IDW Announces New TRANSFORMERS Digital Comic and Miniseries

### DINOBOTS enter the TRANSFORMERS PRIME world for the first time ever!

San Diego, CA (July 13, 2012) – IDW Publishing and Hasbro are thrilled to announce the launch of two new comic book series: **TRANSFORMERS: FALL OF CYBERTRON** and **TRANSFORMERS PRIME – RAGE OF THE DINOBOTS**. Together, these link the planet-shattering events of the *Fall of Cybertron* videogame (awarded E3's Best of Show by *Game Informer*) with the ongoing story of the Emmy© award winning *TRANSFORMERS PRIME animated series* produced by Hasbro Studios and currently airing on The Hub TV network!

"This will be the first time comics readers will see the DINOBOTS in the PRIME world," said IDW Senior Editor **John Barber**. "It's great to be a part of building on the PRIME universe in a meaningful way. This story will have repercussions throughout different media—and, more importantly, will be exciting comics!"

Starting in August, IDW will bring a new digital comic with **TRANSFORMERS: FALL OF CYBERTRON**, a prequel to the much-anticipated videogame written by **Barber** (*Transformers: Robots in Disguise*) with art by **Dheeraj Verma** (*Escape of the Living Dead*). **FALL OF CYBERTRON** tells the origin of the DINOBOTS—as they battle their way through SHOCKWAVE's forces in a prelude to the game. The series will run for six digital-only installments on a bi-weekly schedule, and will be available on ComiXology and other digital platforms.

In November, **TRANSFORMERS PRIME – RAGE OF THE DINOBOTS** launches, linking the events of the game and *TRANSFORMERS PRIME* television series together. With OPTIMUS PRIME and the *Ark* long gone, the DINOBOTS are forced to confront SHOCKWAVE again—this time with the fate of CYBERTON at stake. This mini-series will be written by **Mike Johnson** (*Star Trek*) and **Mairghread Scott**, the writer of the *TRANSFORMERS: PRIME* animated series. Artist **Agustin Padilla** (*Dungeons & Dragons*) will take on the interiors while illustrator **Ken Christiansen** will provide compelling covers.

**TRANSFORMERS: FALL OF CYBERTRON** (\$0.99, 8 pages; full color) will be available in August in IDW's Apple iPad™, iPhone® and iPod touch®, apps – [Transformers Comics](#) and [IDW Comics](#), and on the Web at [read.idwpublishing.com](#). The series will also be featured in the Comics by comiXology platform for [iOS](#), [Android](#), [Web](#) and Kindle Fire, and Comics + by iVerse.

**TRANSFORMERS PRIME – RAGE OF THE DINOBOTS #1** (\$3.99, 32 pages; full color) will be available in November 2012.

Visit [IDWPublishing.com](#) to sign up for updates and learn more about the company and its top-selling books.

#### About IDW Publishing

IDW is an award-winning publisher of comic books, graphic novels and trade paperbacks, based in San Diego, California. Renowned for its diverse catalog of licensed and independent titles, IDW publishes some of the most successful and popular titles in the industry, including: Hasbro's The TRANSFORMERS and G.I. JOE, Paramount's Star Trek; HBO's True Blood; the BBC's DOCTOR WHO; Nickelodeon's Teenage Mutant Ninja Turtles; Toho's Godzilla; Wizards of the Coasts Magic: The Gathering and Dungeons & Dragons; and the Eisner-Award winning Locke & Key series, created by best-selling author Joe Hill and artist Gabriel Rodriguez. IDW is also home to the Library of American Comics imprint, which publishes classic comic reprints, and Yoe! Books, a partnership with Yoe! Studio.

IDW's critically- and fan-acclaimed series are continually moving into new mediums. Currently, Jerry Bruckheimer Films and Disney are creating a feature film based on World War Robot, while Michael Bay's Platinum Dunes and Sony are bringing Zombies vs. Robots to film.

## *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, 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](http://www.hasbro.com). © 2012 Hasbro, Inc. All Rights Reserved.

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