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Hasbro Reveals TRANSFORMERS PRIME BEAST HUNTERS at New York Comic Con

The Hunt Begins in 2013 as OPTIMUS PRIME and the AUTOBOTS Face an Unprecedented New Foe in the TRANSFORMERS PRIME Animated Series and Beyond

NEW YORK--(BUSINESS WIRE)-- In a packed room filled with [TRANSFORMERS](#) fans, [Hasbro, Inc.](#) (NASDAQ: HAS) officially unveiled details about TRANSFORMERS PRIME BEAST HUNTERS during a special panel at New York Comic Con on Thursday. BEAST HUNTERS will be the touchstone for TRANSFORMERS brand entertainment in 2013 driven by the award winning [TRANSFORMERS PRIME](#) animated series which is produced by [Hasbro Studios](#), airs on [The HUB](#) television network in the U.S. (Fridays at 7 p.m. ET) and is seen by kids and fans in over 170 countries around the world.



The Voyager scale PREDAKING action figure seen here in 'beast' mode is part of the new TRANSFORMERS PRIME BEAST HUNTERS toy line available in the spring of 2013. Hasbro unveiled TRANSFORMERS PRIME BEAST HUNTERS, including new entertainment and toys, at New York Comic Con on Thursday, October 11. (Photo: Business Wire)

PREDACONS — to life in toy form and will be reflective of the compelling and visually stunning aesthetic of the TRANSFORMERS PRIME animated series.

"BEAST HUNTERS is an exciting new direction for TRANSFORMERS brand entertainment and the introduction of the PREDACON faction is a pivotal moment for OPTIMUS PRIME and the heroic AUTOBOTS, impacting the world of TRANSFORMERS which will never be the same," said Jay Duke, Global TRANSFORMERS Brand Vice President at Hasbro. "Kids and fans will be amazed by how Hasbro will bring this story and the 'beasts' to life across the brand's major entertainment platforms in 2013."

To see the *TRANSFORMERS PRIME BEAST HUNTERS* brand trailer fans were treated to at New York Comic Con, visit the TRANSFORMERS Youtube channel at www.Youtube.com/Transformers. Fans can also keep up with the latest news from the TRANSFORMERS brand on the official TRANSFORMERS Facebook page at www.Facebook.com/Transformers.

The beasts, comprised of a new TRANSFORMERS faction called the PREDACONS, are led by one of the most imposing and powerful characters in the TRANSFORMERS world — PREDAKING. At New York Comic Con, in addition to giving fans a sneak peek at PREDAKING in the animated series, Hasbro discussed how BEAST HUNTERS will be the driving force behind its product line including toys as well as an extensive licensing program.

"In recent years, TRANSFORMERS fans have seen the AUTOBOTS battle the DECEPTICONS," said Aaron Archer, Vice President of TRANSFORMERS Brand Creative and Design. "The PREDACON faction, made up of menacing beasts that convert in ways mankind has never seen, have now joined the DECEPTICONS to take down the AUTOBOTS. We're looking forward to exploring this new dynamic in the animation, action figures, KRE-O building sets, publishing and more."

As a special early look for fans, Hasbro also unveiled select new toys from the BEAST HUNTERS line that will launch in the spring of 2013 including new [KRE-O TRANSFORMERS](#) building sets and TRANSFORMERS PRIME action figures. Both toy lines will be driven by the BEAST HUNTERS theme bringing the AUTOBOTS, DECEPTICONS — and now the

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 innovative, 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" and is ranked as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at www.hasbro.com. © 2012 Hasbro, Inc. All Rights Reserved.

About The Hub

THE HUB is a multi-platform joint venture between Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) and Hasbro, Inc., (NASDAQ: HAS) with a goal of entertaining, enlightening, empowering and educating children and their families. The cable and satellite television network features original programming as well as content from Discovery's library of award-winning children's educational programming; from Hasbro's rich portfolio of entertainment and educational properties built during the past 90 years; and from leading third-party producers worldwide. The Hub lineup includes animated and live-action series, as well as specials, game shows, and family-favorite movies. The network extends its content through a robust and engaging online presence at www.hubworld.com. The Hub rebranded from Discovery Kids on October 10, 2010, and reaches more than 70 million U.S. households. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

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