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Cartoon Network Becomes the Home of Hasbro Studios' Newest Series, Transformers: Robots in Disguise

Latest Installment of Hasbro Studios' Top-Rated Series to Debut On Its New U.S. Network Home in First Quarter of 2015

LOS ANGELES--(BUSINESS WIRE)-- Hasbro Studios, the Los Angeles-based entertainment division of [Hasbro, Inc.](http://www.hasbro.com) (NASDAQ: HAS), announced today that Cartoon Network, the regularly top-rated primetime network for boys' ages 6-11 and 9-14, will become the U.S. home of the brand new series, ***Transformers: Robots in Disguise***.



The latest installment in the Transformers franchise - a global phenomenon across TV, film, consumer products and digital media - will debut in the first quarter of 2015 and is written and directed by top Hollywood talent and influenced creatively with feedback from its avid fan base, which is reflected in the tone and style of the new series.

"*Robots in Disguise* begins a brand new chapter in storytelling, filled with great humor, lots of fun adventure and animated in a cooler, lighter, brighter style that we know kids are going to really love," said Stephen Davis, president of Hasbro Studios and global entertainment & licensing for Hasbro, Inc. "We have spent a lot of time listening to what kids like about *Transformers* and they haven't been shy about giving us their opinions. And we have listened! *Robots in Disguise* is reflective of all that we have learned in our conversations with kids. It has the most relatable Autobot and Decepticon characters we have ever 'Rolled Out' in a *Transformers* animated series."

The mission begins as Bumblebee must step up to be leader in the years after we left the Autobots in *Transformers Prime*. Summoned by Optimus Prime to save Earth from a new faction of Decepticons, Bumblebee puts his light-hearted mettle to the test after assembling a rouge team of young Autobots action heroes. Bumblebee must balance his job fighting off evil with being equal parts squad leader and coach to a rascally band that needs constant coaxing to learn how to work together. The results are comical when the cool rebel, elite guard cadet, bombastic dinobot and exciteable mini-con must balance team-building with chasing and capturing their new enemies in every episode packed full of action, fun and adventure.

Finn Arnesen, senior VP of global distribution and development for Hasbro Studios, commented, "As the regularly top-rated U.S. TV network in prime among *Transformers*' core audience of boys ages 6-11 and 9-14, our beloved Autobots and Decepticons will feel very much at home on Cartoon Network. And to seal our new partnership with Cartoon Network on the 30th anniversary of the Transformers franchise makes this a truly iconic event."

Hasbro announced today that Cartoon Network will become the U.S. home of the brand new series, *Transformers: Robots in Disguise* created by Hasbro Studios. The latest installment in the Transformers franchise will debut in the first quarter of 2015. (Photo: Business Wire)

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The highly innovative *Transformers* franchise is one of the biggest brands in the world, spanning television, film and digital

entertainment (including the 2014 global blockbuster, TRANSFORMERS: AGE OF EXTINCTION, the fourth in the hit film series); gaming; apps; publishing; transmedia events; toys, games and licensing.

About Hasbro

[Hasbro, Inc.](#) (NASDAQ: HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through the creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF and LITTLEST PET SHOP. 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 is responsible for entertainment brand-driven storytelling around Hasbro brands across television, film, commercial productions and short-form. 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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