HASBRO SHOWCASES RETRO-INSPIRED PRODUCTS AND EXPERIENCES FOR TRANSFORMERS ‘80S WEEK

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40 YEARS. ONE LEGACY.

PAWTUCKET, R.I. – May 14, 2024 – Hasbro, a leading toy and game company, today announced TRANSFORMERS ‘80s Week to celebrate the 40th anniversary of the beloved franchise. The week-long celebration features new product reveals, pre-orders and retro content allowing new generations to discover the decade where it all began. Check out TRANSFORMERS’ social channels for a series of ‘80s-themed stop motion videos dropping each day this week.

All this week and during the Hasbro Pulse Fanstream today at 11 AM ET on YouTube, the TRANSFORMERS team is unveiling new products that fans can add to their collections, including the following:

- The **TRANSFORMERS Studios Series** product line brings the epic action of the TRANSFORMERS movies from the big screen into fan collections around the world. The latest additions include action figures based on **BUMBLEBEE,SKYWARP, STEELJAW, SPRINGER** and **DECEPTICON SOLDIER.** Additionally, the newly revealed **TRANSFORMERS GENERATIONS COMIC EDITION DECEPTICON STRAXUS** action figure celebrates the brand’s 40 th anniversary since TRANSFORMERS robots made their comic debut in 1984. Additional product information and images can be viewed HERE.

- Rooted in action and adventure, the **Hot Wheels® TRANSFORMERS line**unites the fan bases of Hot Wheels and TRANSFORMERS with stunning launches for car, Autobot and Decepticon lovers to enjoy. The legendary brands are kicking off by launching a never-before-seen collector item: Hot Wheels® TRANSFORMERS™ Optimus Prime. The brand-new vehicle authentically recreates a 1:64 scale version of the Autobot leader in metal-on-metal material. This converting collector piece comes with full graphics on top of the red and blue Spectraflame™ paint and Real Riders® custom wheels. Hot Wheels® TRANSFORMERS™ Optimus Prime will be available on May 21 at 9AM PT exclusively at Mattel Creations. Product images can be viewed HERE.

Later this summer, the line will evolve to include fan-favorite TRANSFORMERS characters across multiple Hot Wheels lines, including Bumblebee in the Hot Wheels Basic Singles Assortment, a Hot Wheels Silver Series collection of Autobots and Decepticons, and more characters like Megatron and Starscream in Hot Wheels Skate.

- **Hasbro Presents Transformers: Music from the Original Animated Series** – Fans can jam out to music from 1984’s The Transformers classic animated series (seasons 1-3). Originally released in 2019 with over 45 minutes of music, this reissue album includes bonus tracks and a mixture of remastered orchestral and ‘80s inspired synth tracks from the original tapes by composer Rob Walsh. The vinyl album is available for preorder now, and a first-ever digital release of the album will be offered later this year. The album will launch in July with pre-orders coming soon to Hasbro Pulse. Check out the **newly revealed album artwork** and **music video** HERE.

- **Funko’s TRANSFORMERS 40th Anniversary Pop! figures** are here! Inspired by the beloved “Generation 1” era of the franchise, fans can add iconic TRANSFORMERS characters to their collection such as Optimus Prime, Megatron, Blaster, Astrotrain and Laserbeak.

By purchasing Laserbeak, there is a 1-in-6 chance to obtain the Pop! Buzzsaw chase figure. Chase variants are shipped at random and not guaranteed with purchase. TRANSFORMERS 40th Anniversary Pop! figures will be available for pre-order on Funko.com and participating retailers beginning May 15th. Figures to launch in July 2024. Newly released product images can be viewed HERE.

- **TRANSFORMERS** teams up with **BEYBLADE** for their first-ever collab tops, featuring Optimus Prime, Optimus Primal, Starscream and Megatron in multi-pack sets for the all-new, fourth generation BEYBLADE X series. The BEYBLADE X TRANSFORMERS tops will be available for a limited pre-order exclusively on Amazon Tuesday, May 14 @1pm EST. Product images can be viewed HERE.

Starting May 15, fans are heading to theaters to experience the ***TILL ALL ARE ONE: TRANSFORMERS 40th ANNIVERSARY EVENT***. This special cinema experience will showcase episodes from the classic 1984 animated series “*THE TRANSFORMERS*” and an exclusive behind-the-scenes table read featuring some of the TRANSFORMERS original voice-over talent, including Peter Cullen (original voice of Optimus Prime) and Frank Welker (original voice of Megatron). A sneak peek of the new season of the original animated kids’ series *TRANSFORMERS: EARTHSPARK* will be shown as well. Tickets and participating theater locations are available at: **Transformers40thCinemaEvent.com**.

For the latest information on the TRANSFORMERS , including toys and entertainment, follow **@TRANSFORMERSOfficial** on Instagram, **@TransformersOfficial on** Threads, **@TRANSFORMERS** on Facebook and **@TRANSFORMERSOfficial** on TikTok.

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About Hasbro

Hasbro is a leading toy and game company whose mission is to entertain and connect generations of fans through the wonder of storytelling and exhilaration of play. Hasbro delivers engaging brand experiences for global audiences through toys, consumer products, gaming and entertainment, with a portfolio of iconic brands including MAGIC: THE GATHERING, DUNGEONS & DRAGONS, HasbroGaming, NERF, TRANSFORMERS, PLAY-DOH and PEPPA PIG, as well as premier partner brands.

Hasbro is guided by our Purpose to create joy and community for all people around the world, one game, one toy, one story at a time. For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, one of the World's Most Ethical Companies by Ethisphere Institute and one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50. For more information, visit https://corporate.hasbro.com.

About TRANSFORMERS

The TRANSFORMERS brand is a global powerhouse franchise with millions of fans around the world. Since 1984, the battle between the Autobots and Decepticons has come to life in movies, TV shows, comic books, innovative toys, and digital media, bringing incredible "MORE THAN MEETS THE EYE" experiences to fans of all ages. The brand's enduring connection is made possible by its rich storytelling and characters: the heroic Autobots who seek to protect all life, and the evil Decepticons who seek to conquer the universe. The TRANSFORMERS brand is a Hasbro franchise.