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Transformers Movie Premiere to Help Change Kids' Lives

Hasbro to donate 100 percent of proceeds to four local charities

PROVIDENCE, R.I., May 01, 2007 (BUSINESS WIRE) -- The long-awaited Transformers live-action movie from DreamWorks Pictures and Paramount Pictures, in association with Hasbro, Inc., releases on July 4, 2007, but Rhode Islanders will have the chance to get a sneak preview at a charity premiere to benefit four local organizations dedicated to changing children's lives. The special premiere is scheduled for June 28 at the Providence Place Cinemas. The entire evening's festivities are being underwritten by Hasbro.

The Rhode Island Community Food Bank, Autism Project of Rhode Island, Adoption Rhode Island, and Hasbro Children's Hospital have been chosen as beneficiaries of the event. Each person who purchases a ticket to the premiere will designate one of these non-profits to receive 100 percent of the ticket price.

"In the spirit of the TRANSFORMERS brand, this exclusive premiere offers the opportunity to leverage the excitement around the film to help make a positive change in the lives of children in our home state," said Brian Goldner, Chief Operating Officer of Hasbro and co-executive producer of the movie. "We are delighted to be able to offer Rhode Islanders a sneak peek of the movie and a chance to help four wonderful organizations."

The evening features a premiere party and light dinner beginning at 6:15 p.m. with the movie screening at 7:30 p.m. Special gift bags and commemorative tickets are also a part of the \$75 donation. Tickets can be purchased beginning May 1 by calling 888-TRANS-55.

Transformers, directed by Michael Bay (Armageddon, The Rock, Bad Boys I and II) and executive produced by Steven Spielberg, follows the epic feud between the AUTOBOTS (led by OPTIMUS PRIME) and the DECEPTICONS (led by MEGATRON) as they bring their battle to Earth. In their efforts to help the humans, the AUTOBOTS meet up with an unsuspecting teen, played by Shia LaBeouf (Disturbia, Holes, Even Stevens), who finds himself in the middle of an intergalactic war being fought 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.

For more information about Transformers, please visit www.transformersmovie.com or www.transformers.com.

Hasbro, Inc. (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.

SOURCE: Hasbro, Inc.

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