



TRANSFORMERS: ROBOTS IN DISGUISE - 2014 PRODUCT INFORMATION

Hasbro's TRANSFORMERS: ROBOTS IN DISGUISE line for 2014 features innovative new play patterns—including one-step changers and flip-to-change action—designed to make the TRANSFORMERS line more fun and intuitive for kids than ever before!

Hasbro's TRANSFORMERS brand is gearing up for an epic year, featuring the release of the hotly anticipated new film *TRANSFORMERS: AGE OF EXTINCTION* in June 2014. Featuring a brand-new storyline, *TRANSFORMERS: AGE OF EXTINCTION* brings an incredible new group of TRANSFORMERS robots to the big screen for the first time—GRIMLOCK and the DINOBOOTS! Together with returning favorites OPTIMUS PRIME and BUMBLEBEE and new AUTOBOTS like DRIFT and HOUND, they'll take on the menace of all-new DECEPTICONS! And now, it's quicker and easier than ever for kids to get into the action!

The 2014 TRANSFORMERS: ROBOTS IN DISGUISE line from Hasbro features the following products:

Action Figures

TRANSFORMERS: AGE OF EXTINCTION ROBOTS IN DISGUISE ONE-STEP CHANGERS Assortment

(Ages: 5 & up /Approx. Retail Price: \$9.99/Available: May 2014)

It's quicker and easier for kids to get into the action of TRANSFORMERS! The greatest AUTOBOT, DECEPTICON and DINO-BOT characters from the new film *TRANSFORMERS: AGE OF EXTINCTION* can convert from a great robot action figure into a vehicle or dino-mode and back—in *just one step!* Kids will have a blast converting characters like OPTIMUS PRIME, GRIMLOCK, BUMBLEBEE, DRIFT, LOCKDOWN, each with their own unique method of converting inspired by the film—flip it, pop it, pull it and more! There are 18 figures to collect in 2014, each sold separately.

TRANSFORMERS: AGE OF EXTINCTION DINO SPARKERS Assortment

(Ages: 4 & up /Approx. Retail Price: \$12.99/Available: May 2014)

Capture the DINOBOT riding excitement of the new movie *TRANSFORMERS: AGE OF EXTINCTION* with these amazing light-up DINO SPARKERS! Each DINOBOT has an AUTOBOT rider mini-figure—just pull back on the DINOBOT to charge them up and release to send them racing towards each other for battle action, as kids can try to knock each other's mini-figures off their dinos. Plus, the DINOBOOTS light up with real sparks as they race! Choose from OPTIMUS PRIME with GRIMLOCK, BUMBLEBEE with STRAFE, AUTOBOT DRIFT and DINOBOT SLUG, each sold separately. Does not convert.

TRANSFORMERS: AGE OF EXTINCTION POWER BATTLERS Assortment

(Ages: 6 & up /Approx. Retail Price: \$12.99/Available: May 2014)

TRANSFORMERS POWER BATTLERS features cool characters from the new film *TRANSFORMERS: AGE OF EXTINCTION* and let kids unleash awesome, easy-to-activate battle action! With a simple squeeze of the leg or twist of the torso, each figure unleashes its own signature attack. Watch out for BUMBLEBEE's Power Punch! Plus, each figure also converts from robot mode to alternate mode in less than ten steps. Choose from characters like BUMBLEBEE, HOUND, CROSSHAIRS and more. There are 15 figures to collect in 2014, each sold separately.

TRANSFORMERS: AGE OF EXTINCTION TITAN HEROES Action Figure Assortment

(Ages: 4 & up /Approx. Retail Price: \$9.99/Available: May 2014)

Kids and collectors alike will have big fun with these 12-inch scale action figures based on the new movie *TRANSFORMERS: AGE OF EXTINCTION*. Each non-converting figure features five points of articulation and packs a lot of play at a great price! Choose from BUMBLEBEE, OPTIMUS PRIME, AUTOBOT DRIFT and LOCKDOWN, each sold separately.

TRANSFORMERS: AGE OF EXTINCTION FLIP & CHANGE Assortment

(Ages: 5 & up /Approx. Retail Price: \$19.99/Available: May 2014)

Flip and covert in one awesome step! Kids can flip each TRANSFORMERS action figure around to smoothly and easily convert it from robot to alternate mode...then flip it the other way to convert it back. Just open the doors, hold them like handles and spin the figure forwards or backwards for an instant conversion! Choose from characters inspired by the film *TRANSFORMERS: AGE OF EXTINCTION*, like OPTIMUS PRIME, GRIMLOCK, BUMBLEBEE and more, each sold separately.

TRANSFORMERS: AGE OF EXTINCTION TITAN GUARDIANS Action Figure Assortment

(Ages: 4 & up /Approx. Retail Price: \$19.99/Available: May 2014)

The huge heroes of the new movie *TRANSFORMERS: AGE OF EXTINCTION* just got even bigger with these 16-inch action figures! Each non-converting figure features five points of articulation and packs a lot of play at a great price! Choose from OPTIMUS PRIME and GRIMLOCK, each sold separately.

TRANSFORMERS: AGE OF EXTINCTION STOMP & CHOMP GRIMLOCK Action Figure

(Ages: 5 & up /Approx. Retail Price: \$79.99/Available: August 2014)

TRANSFORMERS adventures just got a whole lot bigger with the STOMP & CHOMP GRIMLOCK Action Figure! The STOMP & CHOMP GRIMLOCK figure can convert to dino-mode mode – with a chomping jaw and light-up eyes – in one easy step! Plus, the included non-converting OPTIMUS PRIME figure can ride GRIMLOCK into battle and unlock electronic lights, sounds and pop-out weapons! Kids can also use GRIMLOCK with any *TRANSFORMERS: AGE OF EXTINCTION* ROBOTS IN DISGUISE ONE-STEP CHANGERS figure or *TRANSFORMERS: AGE OF EXTINCTION* POWER BATTLERS figure, sold separately—GRIMLOCK has different lights and sounds depending on whether he's riding into battle with an AUTOBOT or a DECEPTICON. Figure comes with a non-converting Optimus Prime robot figure. Requires two AAA batteries (demo batteries included).

TRANSFORMERS: AGE OF EXTINCTION MEGA ONE-STEP BUMBLEBEE Action Figure

(Ages: 5 & up /Approx. Retail Price: \$29.99/Available: August 2014)

BUMBLEBEE is back and he's badder than ever! Kids can flip this powerful robot hero to change from robot mode to sports car mode and back! The MEGA ONE-STEP BUMBLEBEE action figure is ready for battle with a disc launcher kids can pull to fire discs at the enemy. Get ready for big-time TRANSFORMERS battles and fun!