



... TRANSFORMERS BRAND FROM HASBRO REBORN WITH THRILLING NEW "AGE OF EXTINCTION" TOYS

New Play Patterns—including One-Step Changers—Make the “Robots in Disguise” More Fun and Intuitive For Kids Than Ever Before!

PAWTUCKET, R.I. – February 15, 2014 – Hasbro, Inc. (NASDAQ: HAS) unveiled its fun and innovative new TRANSFORMERS: AGE OF EXTINCTION toy line today at The American International Toy Fair in New York, marking the biggest reinvention of the TRANSFORMERS toys in the brand’s 30-year history. Inspired by the new movie *TRANSFORMERS: AGE OF EXTINCTION*, in theaters this June from Paramount Pictures and director Michael Bay, the new TRANSFORMERS: AGE OF EXTINCTION line has been re-imagined to excite and engage a new generation of kids. Kids can convert robots to vehicles — or, in the case of the eagerly awaited new DINOBOT characters, robots to dinos — in as little as one step with new fun actions, including flip-to-change and smash-to-change.

“The new TRANSFORMERS: AGE OF EXTINCTION line is all about capturing the magic of the TRANSFORMERS characters for kids,” said Eric Nyman, Senior Vice President of Global Marketing, Hasbro. “The new ONE-STEP CHANGERS, POWER BATTLERS and FLIP & CHANGE figures, along with spotlight toys like MEGA ONE-STEP BUMBLEBEE and STOMP ‘N CHOMP GRIMLOCK, make converting the characters from robot to vehicle as simple and as magical as it looks onscreen. With the new TRANSFORMERS: AGE OF EXTINCTION line and new lifestyle and digital programs, it’s easier than ever for kids to get into the TRANSFORMERS action.”

Inspired by the new film, Hasbro’s TRANSFORMERS: AGE OF EXTINCTION line for 2014 features eagerly awaited new characters like GRIMLOCK and the DINOBOTS, and 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. The new evolution of the classic play pattern makes the robot-to-vehicle conversions feel like magic, letting kids experience the excitement and fast-paced action of the films through action figure play. Hasbro will also expand two of its popular TRANSFORMERS toy lines—TRANSFORMERS KRE-O construction sets and TRANSFORMERS CONSTRUCT-BOTS buildable action figures—using the new characters and DINOBOTS from the new film.

TRANSFORMERS: AGE OF EXTINCTION, hitting theaters in the U.S. on June 27th of this year, marks the fourth big-screen TRANSFORMERS film from director Michael Bay and Paramount Pictures. The new film introduces a new cast of human characters, including Mark Wahlberg as Cade Yeager, and unites a cast of new and returning TRANSFORMERS robot characters, including eagerly awaited new additions like AUTOBOT DRIFT, CROSSHAIRS, as well as GRIMLOCK and the DINOBOTS and classic characters like OPTIMUS PRIME and BUMBLEBEE!

In 2014, more than 200 top-tier licensees around the world in a variety of lifestyle, digital and publishing categories will bring TRANSFORMERS branded products to life, including FAB for backpacks, multiple apparel licensees, Activision for console games and IDW Publishing for comics and graphic novels. In addition, Hasbro has entered into a licensing relationship with Innovation First to create TRANSFORMERS HEXBUG WARRIORS and HEXBUG NANO product lines, and with Tech4Kids to create a variety of TRANSFORMERS-themed active and outdoor toys.

Transformers fans over 13 years of age can get the latest updates on the entire TRANSFORMERS brand, including toys and entertainment, at the Official TRANSFORMERS Facebook page at www.facebook.com/TRANSFORMERS.

About Hasbro, Inc.

[Hasbro, Inc.](https://www.hasbro.com) (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 develops and produces television programming for more than 180 markets around the world, and for the U.S. on Hub Network, part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK). 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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