



March 29, 2010

Hasbro "Rolls Out" TRANSFORMERS Hall of Fame

TRANSFORMERS Fans Will Participate in Selecting One Robot for the Class of 2010

PAWTUCKET, R.I., Mar 29, 2010 (BUSINESS WIRE) --After more than 25 years of "MORE THAN MEETS THE EYE" action, Hasbro (NYSE: HAS) is announcing the TRANSFORMERS Hall of Fame that will honor both "ROBOTS IN DISGUISE" and those influential in creating and building this iconic entertainment brand.

Heroic AUTOBOTS **OPTIMUS PRIME** and **BUMBLEBEE**, as well as evil DECEPTICONS **MEGATRON** and **STARSCREAM**, will be the first robots honored with admission as chosen by Hasbro's TRANSFORMERS Hall of Fame internal panel of judges. TRANSFORMERS fans around the world will determine a fifth robot to join the inaugural class via voting on the Transformers.com website starting on Monday, May 10, 2010. The winning robot will be revealed Saturday night, June 26, 2010 in Orlando, FL at the annual TRANSFORMERS convention known as "BotCon" when the entire Class of 2010 will be officially inducted.

"The TRANSFORMERS Hall of Fame celebrates a global entertainment property that has sparked the imagination of millions of kids over the past 26 years and remains one of the world's most iconic brands," said Greg Lombardo, senior director of marketing for TRANSFORMERS. "Starting in 2010, Hasbro will annually honor fans' most-loved characters from the world of CYBERTRON as well as those individuals who have helped shape a brand that has spawned thousands of popular action figures, multiple animated series and two blockbuster live action movies that set worldwide box office records."

First introduced in 1984 by Hasbro and Takara as a toy line, the TRANSFORMERS brand has provided kids with hours of MORE THAN MEETS THE EYE fun with their action figures that convert from robot to vehicles and back again. Legions of boys around the world grew up creating fantastic adventures and battles set on both the planet CYBERTRON and Earth that featured the "good-guy" AUTOBOTS and the "bad-guy" DECEPTICONS. Since then, more than 7500 robots have been introduced and are now eligible to earn a slot in the TRANSFORMERS Hall of Fame's inaugural class.

About HASBRO

Hasbro, Inc. (NYSE:HAS) is a worldwide leader in children's and family leisure time products and services with a rich portfolio of brands and entertainment properties that provides some of the highest quality and most recognizable play and recreational experiences in the world. As a brand-driven, consumer-focused global company, Hasbro brings to market a range of toys, games and licensed products, from traditional to high-tech and digital, under such powerful brand names as TRANSFORMERS, PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, CRANIUM and WIZARDS OF THE COAST. Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2010 Hasbro, Inc. All Rights Reserved.

SOURCE: Hasbro, Inc.

For Hasbro, Inc.
Joseph Moscone, 212-679-6600
jmoscone@hunterpr.com