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DreamWorks Pictures and Paramount Pictures' Megahit TRANSFORMERS Invades Stores to Become This Year's Top-Selling DVD and the Best-Selling High Definition Title Day One and Week One for Either Format

HOLLYWOOD--(BUSINESS WIRE)--Oct. 22, 2007--The blockbuster hit from DreamWorks Pictures and Paramount Pictures, TRANSFORMERS, is the year's top-selling week one DVD with North American sales reaching 8.3 million units since the title's debut on October 16, it was announced today by Paramount Home Entertainment. The biggest original film of the year from director Michael Bay and executive producer Steven Spielberg, in association with Hasbro, Inc. (NYSE:HAS), is also the best-selling DVD day one for the year with over 4.5 million units sold on Tuesday. Additionally, the smash hit has exploded into the high definition market, selling over 100,000 HD DVDs its first day of release, rocketing past previous releases to become the best-selling day one high definition title on either format since their inceptions. TRANSFORMERS has sold over 190,000 HD DVDs in its first week making it the fastest and best-selling week one release on either high definition format as well as the best selling HD DVD ever. The TRANSFORMERS DVD is also the top-selling October DVD release in the history of the home entertainment industry.

"The performance of the TRANSFORMERS DVD and HD DVD has demonstrated the phenomenal success of this global franchise," said Kelley Avery, president, Worldwide Home Entertainment, Paramount Pictures. "We're happy to be kicking off the fourth quarter with a title that clearly shows home entertainment releases are still an event that drives consumers into stores--which is a win for both content providers and retailers." Earning over \$700 million at the global box office, the live-action feature film TRANSFORMERS is the latest success in a worldwide franchise that has emerged as one of the most successful properties in action figure history, spawning numerous television series and comic books and a wealth of toys, games and other licensed merchandise. In 2007, TRANSFORMERS has become one of the hottest properties for boys in a variety of categories, including toys, publishing, video games, apparel and back-to-school. Hasbro's licensing arm, HPG, has signed more than 250 licensees in 70 countries around the world.

The first live-action film based on the enduringly popular "ROBOTS IN DISGUISE", TRANSFORMERS features the ultimate battle between good and evil, as the peace-loving AUTOBOTS seek to protect humanity from the evil forces of the DECEPTICONS. The TRANSFORMERS Special Edition two-disc DVD and HD DVD sets provide an incredible experience with an arsenal of bonus material that delivers excitement and fun for long-time fans, as well as for viewers who are new to the TRANSFORMERS universe. Further, the HD DVD includes a host of highly advanced web-enabled features that will continue to roll-out through the rest of the year.

About Paramount Home Entertainment

Paramount Home Entertainment (PHE) is part of Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment. PPC is a unit of Viacom (NYSE: VIA, VIA.B), a leading content company with prominent and respected film, television and digital entertainment brands. PHE is responsible for the worldwide sales, marketing and distribution of home entertainment products on behalf of various parties including: Paramount Pictures, DreamWorks Studios, Paramount Vantage, Paramount Classics, Nickelodeon, MTV, Comedy Central, CBS, PBS and Hasbro and for providing home entertainment fulfillment services for DreamWorks Animation Home Entertainment.

About Hasbro

Hasbro (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.

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