



August 24, 2011

Hasbro Gives TRANSFORMERS Fans Opportunity to Win a Ride to School with BUMBLEBEE and OPTIMUS PRIME

With the "Win a Ride to School with the AUTOBOTS" Sweepstakes, One Lucky Winner Will Get TRANSFORMERS Toys, Merchandise, and Even a Ride To School In Fan-Favorite, BUMBLEBEE!

PAWTUCKET, R.I.--(BUSINESS WIRE)-- The popular [TRANSFORMERS](#) brand from [Hasbro](#), Inc. (NASDAQ: HAS), which has become one of the most successful entertainment franchises of the 21st century, announced today the start of the "[Win a Ride to School with the AUTOBOTS](#)" sweepstakes.

As the academic year begins across the United States, Hasbro will reward one lucky school-age TRANSFORMERS fan with a unique opportunity to arrive at school with two of the most popular characters in the franchise. The grand prize winner of the "Win a Ride to School with the AUTOBOTS" sweepstakes will receive a ride to school in the actual BUMBLEBEE Chevy Camaro vehicle seen by millions of people around the world in this summer's blockbuster film, *TRANSFORMERS: DARK OF THE MOON*, by Paramount Pictures. The winner will also be greeted at their school by the OPTIMUS PRIME truck seen in the movie with its iconic trailer packed with \$1,000 worth of TRANSFORMERS: DARK OF THE MOON toys!

"A ride to school in BUMBLEBEE is the ultimate experience for any young TRANSFORMERS fan," said Jeff Jackson, vice president of marketing for Hasbro. "Add OPTIMUS PRIME waiting to greet them with TRANSFORMERS toys in his trailer and this will be a day at school they will never forget. Hasbro is thrilled to give kids across the country a chance to bring these massive, heroic characters to their very own neighborhood in a unique way."

Kids residing in the United States (excluding Alaska and Hawaii) ages 6 through 15 are eligible to enter now through October 20, 2011 by visiting www.TransformersPrimeStyle.com with their guardian's permission. There, they can find detailed information about Hasbro's "Win a Ride to School with the AUTOBOTS" promotion, including official rules and prize redemption details.

Fans of the TRANSFORMERS brand can also watch the new [Transformers Prime](#) animated series currently airing on The Hub television network and visit www.Facebook.com/Transformers daily for the latest news and photos about TRANSFORMERS toys, comics, television shows, video games and more from Hasbro. The TRANSFORMERS brand can also be found on Youtube at www.Youtube.com/Transformers

About Hasbro

[Hasbro, Inc.](#) (NASDAQ: HAS) is a branded play company providing children and families around the world with a wide-range of immersive entertainment offerings based on the Company's world class brand portfolio. From toys and games, to television programming, motion pictures, video games and a comprehensive licensing program, Hasbro strives to delight its customers through the strategic leveraging of well-known and beloved brands such as TRANSFORMERS, LITTLEST PET SHOP, NERF, PLAYSKOOL, MY LITTLE PONY, G.I. JOE, MAGIC: THE GATHERING and MONOPOLY. The Hub, Hasbro's multi-platform joint venture with Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) launched on October 10, 2010. The online home of The Hub is www.hubworld.com. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

Hasbro, Inc.
Daniel Benkwitt, 401-727-5318
or
Hunter Public Relations
Joseph A. Moscone, 212-679-6600, x235
jmoscone@hunterpr.com

Source: Hasbro, Inc.

News Provided by Acquire Media