



Machinima and Hasbro Collaborate for All-New Online TRANSFORMERS Series

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Animation Based On Generations: The Combiner Wars With The Ultimate Control of Cybertron at Stake

LOS ANGELES & PAWTUCKET, R.I.--(BUSINESS WIRE)-- The TRANSFORMERS are coming to Machinima. In an agreement between Machinima and Hasbro, the TRANSFORMERS world will be brought to life on the many2many programming service that kicks off right smack in the middle of The Combiner Wars. The series introduces new lore and all-new characters that, combined with the characters fans have known for decades, will bring the TRANSFORMERS storytelling in a new direction as the Machinima series will deliver raging action and signature humor to legions of TRANSFORMERS fans.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20150709006160/en/>

"We couldn't be more excited to bring one of the biggest franchises in the world to Machinima. Our audiences are huge fans of the comics, movies, toys and video games, and for us to continue the legend with the Combiner Wars is a unique storytelling opportunity," said Machinima's Chief Creative Officer Daniel Tibbets.

"We're thrilled to be teaming up with Machinima on this groundbreaking, new digital series," said Tom Warner, Senior Vice President for the TRANSFORMERS franchise for Hasbro. "As one of the top global producers and distributors of digital entertainment, they're the perfect partner to help launch a totally new kind of TRANSFORMERS animation—one that, for the first time ever, is specifically designed for the teen and adult fans who have grown up loving the TRANSFORMERS brand. We look forward to delivering amazing action, storytelling and characterization that these fans demand, as the Combiner Wars play out across toys, comics, digital games and of course, the brand new animated digital series."

More details of the Machinima/Hasbro series will be announced shortly.

ABOUT MACHINIMA

Machinima is the most notorious purveyor and cultivator of fandom and gamer culture. The FIRST! Many2Many programming service (M2M), we create, curate and celebrate the best fandom and gamer content across multiple video platforms. As one of the largest online video platforms in the world, Machinima programs to a community passionate about video games, animation, movies, TV, and the other endless forms of pop culture. With a focus on scripted, topical and gaming programming, and a talent network of thousands of programmers, Machinima reaches over 170M viewers each month.

ABOUT HASBRO

[Hasbro](http://www.hasbro.com) (NASDAQ: HAS) is a global company committed to Creating the World's Best Play Experiences, by leveraging its beloved brands, including LITTLEST PET SHOP, MAGIC: THE GATHERING, MONOPOLY, MY LITTLE PONY, NERF and TRANSFORMERS, and premier partner brands. From toys and games, television programming, motion pictures, digital gaming and lifestyle licensing, Hasbro fulfills the fundamental need for play and connection with children and families around the world. The Company's Hasbro Studios and its film label, Allspark Pictures, create entertainment brand-driven storytelling across mediums, including television, film, digital and more. Through the company's commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world and to positively impact the lives of millions of children and families every year. Learn more at www.hasbro.com and follow us on Twitter ([@Hasbro](https://twitter.com/Hasbro) & [@HasbroNews](https://twitter.com/HasbroNews)).

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