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## **Hasbro Announces the Start Of N.E.S.T. GLOBAL ALLIANCE Promotion for Its TRANSFORMERS Toy Line Featuring Special Edition RAVAGE Figure**

### **The Transformers Adventure Continues As Hasbro Invites Kids To Join The AUTOBOTS And The Elite N.E.S.T. Team**

PAWTUCKET, R.I., Feb 01, 2010 (BUSINESS WIRE) -- Hasbro, Inc. (NYSE: HAS) announced today the start of a special promotion for its popular TRANSFORMERS toy line and is inviting kids and fans to "Join the N.E.S.T. GLOBAL ALLIANCE." BUMBLEBEE and the AUTOBOTS, the heroic protectors of Earth, need help from their human allies as the planet continues to face the threat of the evil DECEPTICONS.

N.E.S.T., a secret partnership between the AUTOBOTS and humans dedicated to stopping the DECEPTICONS, was most recently featured in the blockbuster movie *TRANSFORMERS: REVENGE OF THE FALLEN*. Now, by collecting three different stickers included in specially marked TRANSFORMERS products available this spring, kids and fans can join the N.E.S.T. GLOBAL ALLIANCE and mail away for a special edition RAVAGE figure not available anywhere else.

The promotion kicks off with the N.E.S.T. ALLIANCE PACK, a special edition 2-pack of new TRANSFORMERS action figures featuring the popular BUMBLEBEE and SOUNDWAVE characters. In addition to the two figures, the N.E.S.T. ALLIANCE PACK includes a N.E.S.T. GLOBAL ALLIANCE Mission Guide and Redemption Form, one starter sticker, and a N.E.S.T. Agent Patch, officially making them part of the alliance. The N.E.S.T. ALLIANCE PACK is the only product in which the Redemption Form is available and is necessary to participate in the promotion. The ALLIANCE PACK is recommended for ages 5 and up and is available for the approximate retail price of \$19.99.

Additional stickers are available in specially marked TRANSFORMERS toys at retailers nationwide. Once the necessary three stickers have been collected and placed onto the N.E.S.T. GLOBAL ALLIANCE Redemption form, consumers mail them away to receive their special edition RAVAGE figure. The promotion requires a payment of \$4.95 for shipping and handling charges to receive the special edition figure and the offer is good while supplies last. Requests must be postmarked by April 30 and received by May 14.

For more N.E.S.T. action fans can watch online webisodes of "Cyber Missions," featuring new TRANSFORMERS adventures. "Cyber Missions" finds the AUTOBOTS working with humans in the N.E.S.T. global alliance to defend Earth against the revenge-seeking DECEPTICONS. There will be 12 webisodes total which began airing online at <http://www.TRANSFORMERS.com> in early January and new webisodes will continue to air throughout the year.

To learn more about the special promotion visit <http://www.TRANSFORMERS.com>.

#### **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.

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Hasbro, Inc.  
Daniel Benkwitt, 401-727-5318  
[dbenkwitt@hasbro.com](mailto:dbenkwitt@hasbro.com)