

**THOUSANDS OF TRANSFORMERS FANS WILL “ROLL OUT” TO
CINCINNATI FOR ANNUAL TRANSFORMERS CONVENTION**

“BotCon” makes first-ever visit to the Queen City from April 26 to 27, 2008

Cincinnati, Ohio (April 22, 2008) – One year after the blockbuster movie TRANSFORMERS invaded theaters worldwide, thousands of TRANSFORMERS fans and collectors from around the world will heed the call to “roll out” and gather in Cincinnati to attend BotCon, the annual event celebrating the TRANSFORMERS universe.

BotCon, the largest gathering of TRANSFORMERS fans in the world, runs April 24 to 27, 2008 at the Duke Energy Center (525 Elm Street) and is open to both collectors and non-collectors — and the young and young-at-heart.

Special guests at this year’s convention include David Kaye and Bumper Robinson, who provide the voice of two AUTOBOT leaders (OPTIMUS PRIME and BUMBLEBEE) and Tara Strong who voices Sari Sumdac, the energetic 8-year-old girl who helps the AUTOBOTS, in the popular, new *Transformers Animated* series that airs on Cartoon Network.

On Saturday, April 26, kids ages 5 to 14 will be able to participate in the first-ever TRANSFORMERS Challenge, which will award prizes based on how quickly they can convert TRANSFORMERS toys from robot mode to vehicle mode. The contest, which is limited to a total of 48 kids in the junior division (5 to 8 years old) and 48 kids in the senior division (9 to 14 years old), will award a \$500 HasbroToyShop.com gift card to the first place winner in each division, with second and third earning \$150 and \$50 HasbroToyShop.com gift cards, respectively.

Registered participants will compete in timed trials throughout Saturday morning (from 9:30 am to 11:15 a.m.) The ten fastest times in each division will compete in the semi-finals, which begin at 11:30 a.m., with the three fastest times in the semi-finals competing in the finals. The contest should conclude – and winners announced -- around noon. No purchase or paid admission required to participate. Official rules may be found at www.botcon.com

Additionally, BotCon attendees will have the opportunity to learn how to draw TRANSFORMERS characters from Hasbro’s designers, see yet-to-be released TRANSFORMERS toys from the 2008 product line, buy, sell, and trade TRANSFORMERS toys from throughout the franchise’s 24-year history at more than 200 tables of merchandise, and attend panel discussions and seminars led by TRANSFORMERS experts.

“Fans continue to buzz over last summer’s TRANSFORMERS movie and are already anticipating the sequel, scheduled for theaters in summer 2009,” said Brian Savage,

director of the TRANSFORMERS Collectors' Club. "All of that excitement should translate into a convention that literally delivers a 'MORE THAN MEETS THE EYE'."

BotCon general admission sessions will be held on Saturday and Sunday, April 26 and 27. (On Saturday, doors are open from 10 a.m. to 5 p.m.; on Sunday, doors are open from 9:30 a.m. to 3:30 p.m.). General admission for adults is \$10 and for children (ages 5 to 12) is \$5, with children 4 and under free. Additional information can be found at www.botcon.com or by calling 817-448-9863.

First introduced in 1984 by Hasbro and Takara as a toy line, TRANSFORMERS has become a global phenomenon inspiring comic books, video games, animated series, films and a convention dedicated to TRANSFORMERS collectors. Whether fans grew up with the robots or discovered them more recently, they continue to be fascinated by the alien robots from CYBERTRON that live on earth as "ROBOTS IN DISGUISE" and have the ability to change from robot mode to vehicle mode.

For more information, please visit www.transformers.com

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