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LEGENDS ANNOUNCE TRANSFORMERS OPENING WEEKEND GIVEAWAY

Hasbro to giveaway Transformers Action Figures

APPLEBEE'S PARK (Lexington, KY) – Fresh off one of the most successful major motion pictures of 2007, Hasbro, Inc.'s TRANSFORMERS brand is headed to Lexington for a special giveaway for the Legends' opening weekend of the season.

Hasbro will sponsor the Legends' opening weekend series against visiting Augusta, April 11th through the 13th, to help promote the annual TRANSFORMERS convention, called "BotCon," which is scheduled for April 24th through April 27th at Duke Energy Center in Cincinnati, Ohio.

"The TRANSFORMERS brand is thrilled to be part of the Lexington Legends' opening weekend activities," said Greg Lombardo, Director of Marketing Hasbro. "We're looking forward to seeing the Legends fans at BotCon in a couple of weeks!"

Courtesy of Hasbro, the first 250 kids that come through the gates of Applebee's Park on Friday, April 11th, Saturday, April 12th and Sunday, April 13th will receive a free TRANSFORMERS Legends AllSpark Battle Pack figures while supplies last.

Area patrons should be familiar with 'BotCon,' as Rupp Arena hosted the event two years ago at the Lexington (Ky.) Convention Center. In its 14-year history of the annual celebration, the TRANSFORMERS convention is hosted in a different city each year. In 2008 will be its first year in Cincinnati.

Fans who want more information on the convention can visit www.Botcon.com.

"Hasbro and TRANSFORMERS are the perfect compliments to the Legends and our dedication to providing good clean family fun," Legends GM Andy Shea. "This is another one of a kind promotion in Lexington that can only be seen at Applebee's Park!" As an added enticement, the Lexington Legends also announced that adults who bring their children to Saturday's TRANSFORMERS Giveaway at Applebee's Park and stay for the game's conclusion, will receive free admission to Keeneland Race Track on select dates the following week.

Season tickets are now on sale! Check out the Legends all season long with seat side service with the purchase of season tickets in Club, Super Club, and Diamond Club seating. Fans can also choose to catch season long action with box and field box seats. Fans can also get discounts with three-year commitments. Call the box office for more information at 859-422-RUNS (7867).

**207 Legends Lane
Lexington, KY 40505
859.252.HITS (4487)**

The Legends will open the 2008 home schedule on Monday, April 7 against the Greenville Drive!

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, CRANIUM and WIZARDS OF THE COAST brands and products provide the highest quality and most recognizable play experiences in the world. ©2008 Hasbro, Inc. All Rights Reserved.



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