



TRANSFORMERS

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- **DreamWorks, Paramount and Hasbro have created another intense sci-fi action movie based on Hasbro’s Transformers™ action Figures**
 - ▣ **The movie is in continuity with the cartoon series starring the ever popular Autobots Optimus Prime and Bumblebee**

- **Movie Synopsis – June 26, 2009**
 - ▣ **For centuries, two races of robotic aliens – the Autobots and the Decepticons, have waged a war with the fate of the universe at stake. When the battle comes to Earth, all that stands between the evil Decepticons and ultimate power is Sam Witwicky. With the world hanging in the balance, Sam comes to realize the true meaning behind the Witwicky family motto – “No sacrifice, no victory!”**

- **For more information about Transformers and the movie visit www.hasbro.com and www.transformersmovie.com**

Transformers Sales Opportunities

It's safe to say that most Generation X boys had at least one Transformer action figure when they were a kid and their popularity endures to this day as they've passed their excitement on to their children.

- **Continue to leverage 2008's strong Transformer Balloon Sales by floating both the Animated and Movie Character balloons throughout 2009 with special emphasis at the time of the movie release in June**

- **We've made it easy for you by pre-assembling a Transformer balloon bundle with 25 Balloons and FREE weights – order item #18574-99**
 - ▣ **5 New TF2 SuperShapes®**
 - ▣ **10 (5 each) of Optimus Prime & Bumblebee Animated SuperShapes®**
 - ▣ **5 New TF2 18" Character Balloons**
 - ▣ **5 Transformers Animated 18" balloons**
 - ▣ **25 Free Reel Weights™ and appropriate adaptors**

NEW Transformers Balloons Available May 1 '09

Product is currently in development.

However, check out some of the awesome graphics from the movie to get an idea of just how cool these balloons will be!

New Balloons Include (Available 5/1 – Images 2/1):

- TF2 Revenge of the Fallen SuperShape #18554-01,02
- TF2 Revenge of the Fallen Birthday 18” #18558-01,02
- TF2 Revenge of the Fallen 18” #18564-01,02
- TF2 Revenge of the Fallen Mini Shape #18556-02
- Bumblebee Mini Shape (reduction of current Animated SuperShape) #17876-02



Transformers Animated Balloons Available Now



Bumble Bee SuperShape (front/back)
17676-01,02



Optimus Prime SuperShape
16123-01,02



Transformers 18"
16125-01,02



Optimus Prime Mini Shape (front/back)
16821-02

Complete Transformers Line List

18554-01,02	TF2: Revenge of the Fallen Shape	SuperShape™ XL®	NEW	P35
18556-02	TF2: Revenge of the Fallen Shape	Mini Shape	NEW	A30
18558-01,02	TF2: Revenge of the Fallen Birthday	18"/45cm XL®	NEW	S60
18564-01,02	TF2: Revenge of the Fallen	18"/45cm XL®	NEW	S60
17876-02	Transformers Bumblebee Animated	Mini Shape	NEW	A30
16818-01,02	Transformers Bumblebee Animated	SuperShape™ XL®		P35
16123-01,02	Transformers Optimus Prime Animated	SuperShape™ XL®		P35
16125-01	Transformers Animated	18"/45cm XL®		S60
16821-02	Transformers Optimus Prime Animated	Mini Shape		A30