

From Director Michael Bay and Executive Producer Steven Spielberg, Paramount Pictures' \$1 Billion Global Hit Transformers: Dark of the Moon Blasts Off on Blu-ray and DVD

"The Best Action Movie Ever"* Prepares for Launch on TRANSFORMERS FRIDAY, September 30

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Spectacular action, stunning visual effects, non-stop thrills and fan-favorite characters including OPTIMUS PRIME, BUMBLEBEE and Sam Witwicky rocketed **Transformers: Dark of the Moon** into the stratosphere, with the latest installment of the wildly popular TRANSFORMERS franchise surpassing its predecessors to earn over \$1.1 billion at the worldwide box office. From Paramount Pictures in association with Hasbro, the breathtaking film redefines the scale, scope and emotional impact of what a blockbuster can be with the ongoing epic story of the mighty AUTOBOTS in a thrill-packed adventure that the whole family can enjoy. Distributed by Paramount Home Entertainment, the film will debut in a Blu-ray/DVD Combo with a digital copy and on standard DVD on Friday, September 30, 2011, followed by a deluxe Blu-ray and DVD release, including a Blu-ray 3D, in the coming months.

(Photo: <http://photos.prnewswire.com/prnh/20110909/LA65440>)

"For fans who can't wait, the Blu-ray release in September will deliver an awesome ride with the movie in stunning 1080p high definition and a 7.1 Dolby TrueHD soundtrack that was personally overseen by our phenomenal supervising sound mixer just for the Blu-ray," said director Michael Bay. "As you know, we put a lot of effort into the 3D experience for the theatrical release and I want to make sure we get it right for home viewing--and that process takes time. So stay tuned for an even more incredible release that will include the film on Blu-ray 3D and loads of bonus features."

From director Michael Bay and executive producer Steven Spielberg, in association with Hasbro, **Transformers: Dark of the Moon** explodes with high-octane action when a mysterious event from Earth's past erupts into the present day threatening to bring a war to Earth so big that the TRANSFORMERS alone will not be able to save us. Stars Shia LaBeouf (*Indiana Jones and the Kingdom of the Crystal Skull*), Josh Duhamel (*Life As We Know It*), Tyrese Gibson (*Four Brothers*) and John Turturro (*The Good Shepherd*) have returned along with a host of new stars including Patrick Dempsey ("Grey's Anatomy"), Frances McDormand (*Fargo*) and John Malkovich (*Beowulf*). The film also features the voices of Leonard Nimoy ("Star Trek") and Hugo Weaving (*Captain America: The First Avenger*) and introduces newcomer Rosie Huntington-Whiteley.

Disc Specifications

The **Transformers: Dark of the Moon** Blu-ray is presented in 1080p high definition with English 7.1 Dolby TrueHD and--in a first for Paramount Home Entertainment--English 5.1 Discrete Dolby Digital and English 2.0 Discrete Surround Dolby Digital tracks, each of which was individually mastered to ensure optimal sound for the home entertainment experience. The disc additionally features French 5.1 Dolby Digital, Spanish 5.1 Dolby Digital, Portuguese 5.1 Dolby Digital and English Audio Description with English, English SDH, French, Spanish and Portuguese subtitles.

The DVD in the Combo pack is presented in widescreen enhanced for 16:9 televisions with Dolby Digital English 5.1 Surround, English 2.0 Discrete Surround, French 5.1 Surround, Spanish 5.1 Surround and English Audio Description and English, French, Spanish and Portuguese subtitles. The digital copy is presented in English 2.0 Stereo with no subtitles.

The single-disc DVD is presented in widescreen enhanced for 16:9 televisions with Dolby Digital English 5.1 Surround, English 2.0 Discrete Surround, French 5.1 Surround, Spanish 5.1 Surround and English Audio Description and English, French, Spanish and Portuguese subtitles.

Epic Marketing Support

The **Transformers: Dark of the Moon** Blu-ray and DVD debut will be supported by a massive marketing and promotional campaign befitting the mega-hit status of the franchise. In addition to a multi-million dollar advertising blitz spanning television, print, radio and online, a stellar array of allies has joined forces with Paramount Home Entertainment to transmit the AUTOBOTS' message to all inhabitants of the globe.

Hasbro will host a "Roll Out In PRIME Style" sweepstakes in the U.S. giving entrants the chance to "Win a Ride to School" with the AUTOBOTS! The grand prize winner will be picked up by BUMBLEBEE and transported to school where OPTIMUS PRIME will be waiting with TRANSFORMERS toys and products in his trailer. Details are available at www.TransformersPrimeStyle.com.

Also in the U.S., Hostess will feature TRANSFORMERS images on millions of packages and will have thousands of displays in grocery and convenience stores across the country. The company will also host a branded "Transform Your Treat"

sweepstakes that gives consumers the chance to win a variety of valuable prizes. Additionally, Hostess will offer consumers a \$4 rebate on the purchase of *Transformers: Dark of the Moon* Blu-ray or DVD with purchase of two (2) Hostess products (additional details available at <http://www.hostesscakes.com>). Energizer will offer coupons good for \$5 off the *Transformers: Dark of the Moon* Blu-ray or DVD at retailers throughout the U.S. via special displays and packaging.

In Canada, 250,000 Kernels Popcorn Shakers have been outfitted with *Transformers: Dark of the Moon* promotional branding in support of a consumer sweepstakes tied to the home entertainment release. The Popcorn Shakers will be available at major retailers across the country.

Synopsis

A mysterious event from Earth's past threatens to ignite a war so big that the TRANSFORMERS™ alone will not be able to save the planet. Sam Witwicky (Shia LaBeouf) and the AUTOBOTS™ must fight against the darkness to defend our world from the DECEPTICONS™ all-consuming evil in the smash hit from director Michael Bay and executive producer Steven Spielberg.

About Hasbro, Inc.

[Hasbro](http://www.hasbro.com) (NASDAQ: HAS) is a branded play company providing children and families around the world with a wide-range of immersive entertainment offerings based on the Company's world class brand portfolio. From toys and games, to television programming, motion pictures, video games and a comprehensive licensing program, Hasbro strives to delight its customers through the strategic leveraging of well-known and beloved brands such as TRANSFORMERS, LITTLEST PET SHOP, NERF, PLAYSKOOL, MY LITTLE PONY, G.I. JOE, MAGIC: THE GATHERING and MONOPOLY. The Hub, Hasbro's multi-platform joint venture with Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) launched on October 10, 2010. The online home of The Hub is www.hubworld.com. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved. Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2011 Hasbro, Inc. All Rights Reserved.

About Paramount Home Entertainment

Paramount Home Entertainment (PHE) is part of Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment. PPC is a unit of Viacom (NYSE: VIA, VIA.B), a leading content company with prominent and respected film, television and digital entertainment brands. PHE is responsible for the sales, marketing and distribution of home entertainment products on behalf of various parties including: Paramount Pictures, Paramount Vantage, Paramount Classics, Insurge Pictures, Paramount Famous Productions, Nickelodeon, MTV, Comedy Central, CBS and PBS and for providing home entertainment fulfillment services for DreamWorks Animation Home Entertainment.

TRANSFORMERS: Dark of the Moon

Street date: September 30, 2011

Runtime: 154 minutes

SRP: \$19.99 (Single-disc DVD)

\$29.99 (Blu-ray/DVD Combo with digital copy)

U.S. Rating: PG-13 for intense prolonged sequences of sci-fi action violence, mayhem and destruction, and for language, some sexuality and innuendo

Canadian Rating: PG for violence and coarse language

SOURCE Paramount Home Entertainment