

p r e s s r e l e a s e

"Transformers" To Be Developed As Theme Park Mega-Attraction At Universal Studios Hollywood and Universal Studios Singapore First to debut in Universal Studios Singapore in 2011

SINGAPORE, 21 October 2008 - "Transformers," the electrifying blockbuster celebrated for its multi-generational appeal, inventive storyline, spectacular action sequences and special effects, will now be developed as a new theme park mega-attraction in a partnership between Universal Parks & Resorts, Hasbro and DreamWorks Pictures.

The attraction will fuse 3D-HD media, mega special effects and stunning robotics with a ride system that will transform perceptions of theme park experiences. The rides are scheduled to **make their debuts first at Universal Studios Singapore and then at Universal Studios Hollywood, both prior to summer, 2011.**

In "Transformers," Earth's humans are caught in the middle of an intergalactic war between the friendly *Autobots* and the evil *Decepticons*, which are able to change into a variety of objects, including cars, trucks, planes and other technological creations.

Tom Williams, Chairman and CEO, Universal Parks & Resorts, said: "Transformers will be a jewel in our collection of world-class rides based on great movies. We're thrilled to be collaborating with Hasbro, DreamWorks, director Michael Bay and the film's executive producer, Steven Spielberg, who has been responsible for so many of our signature rides and attractions."

Steven Spielberg serves as creative consultant to Universal Parks & Resorts and has worked closely with the company in the creation of some of the world's most innovative theme park attractions. Those attractions include *Jurassic Park – the Ride*, a featured attraction at UP&R parks in Orlando, Hollywood and Japan, the *E.T. Adventure* at Universal Orlando and Universal Studios Japan, and the *War of the Worlds* sets at Universal Studios Hollywood.

Tan Hee Teck, Chief Executive Officer of Resorts World at Sentosa, the mega resort that is home to Universal Studios Singapore, said: "It is great that Asia will be the launch pad for the first Transformers attraction. Transformers was introduced to the United States in 1983 but traces its roots to Asia. Optimus Prime, Bumblebee and Megatron are familiar names to Asian audiences, who grew up with the robot toys and love the movie. When Transformers opens in Universal Studios Singapore in 2011, it will be the first of its kind in the world. We may see a surge of Transformers mania."

Larry Kurzweil, President and Chief Operating Officer, Universal Studios Hollywood, said: "Transformers represents a perfect match for our theme park: an exhilarating blockbuster with a great story, clever humor, non-stop action and flawless special effects. It has all the elements necessary to become one of the world's most exciting theme park rides and a centerpiece attraction at Universal Studios Hollywood, The Entertainment Capital of L.A."

"We are thrilled to be working with Universal Parks & Resorts and DreamWorks to create this Transformers attraction because we believe it will deliver an ultimate one of a kind immersive Transformers experience for our fans around the world!" said Brian Goldner, President and CEO of Hasbro, Inc.

Director Michael Bay and Executive Producer Steven Spielberg presented "Transformers" in 2007. "Transformers" broke box office records on its way to gathering worldwide gross revenues of over \$706 million – the highest non-sequel gross of any movie in 2007 – and three Academy Award

nominations. The sequel, "Transformers: Revenge of the Fallen," is scheduled to be released by Paramount Pictures in the United States on June 26, 2009.

"Transformers" is a Paramount release of a DreamWorks Pictures, Paramount Pictures presentation, in association with Hasbro, of a di Bonaventura Pictures production, produced by Lorenzo di Bonaventura, Tom DeSanto, Don Murphy, Ian Bryce. Executive Producers are Steven Spielberg, Michael Bay, Brian Goldner, and Mark Vahradian, and Co-Producers are Allegra Clegg, Ken Bates. Directed by Michael Bay; screenplay by Alex Kurtzman and Roberto Orci; story by Kurtzman, Orci, John Rogers. Starring Shia LaBeouf, Tyrese Gibson, Josh Duhamel, Anthony Anderson, Megan Fox, Rachael Taylor, John Turturro and Jon Voight.

Resorts World at Sentosa will showcase the exciting Universal Studios Singapore at the inaugural ITB Asia trade show at Suntec Singapore from tomorrow to October 24. Its booth, which will feature a giant 5m-by-2m 3D architectural model, is located at Hall 602, J15.

- End -

About Universal Studios Hollywood:

Universal Studios Hollywood (<http://www.UniversalStudiosHollywood.com>), The Entertainment Capital of L.A., includes a full-day, movie-based theme park and Studio Tour; the CityWalk entertainment, shopping and dining complex; the Universal CityWalk Cinemas; and the Gibson Amphitheatre concert and special event venue. Universal CityWalk features over 60 entertainment-themed restaurants, nightclubs, shops and dynamic entertainment options. Universal CityWalk Cinemas, offering the best movie-going experience in Los Angeles, features 19 screens including one of Southern California's largest IMAX(R) venues and newly renovated stadium-style seating. The theme park features such groundbreaking attractions as "The Simpsons Ride™", "Revenge of the Mummy™ - The Ride," "Shrek 4-D™," "Jurassic Park® - The Ride," the world-renowned Studio Tour, which takes guests behind-the-scenes of landmark TV and movie locations.

Universal Studios Hollywood is a unit of Universal Parks & Resorts, a division of NBC Universal.

Universal Parks & Resorts feature some of the world's most popular entertainment destinations. Each year, millions of guests visit Universal's theme parks in Florida, California and Japan to experience thrilling, world-famous attractions that match interactive ground-breaking technology with the world's most recognized characters in movies and pop culture. New parks are under construction for Dubai and Singapore.

NBC Universal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. Formed in May 2004 through the combining of NBC and Vivendi Universal Entertainment, NBC Universal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks. NBC Universal is 80% owned by General Electric and 20% owned by Vivendi.

About Resorts World at Sentosa:

Slated to be one of the world's most exciting family destinations, Resorts World at Sentosa is a collection of resorts and attractions with a plethora of fun-filled offerings for the entire family. Taking pride of place on Singapore's resort island of Sentosa and spanning 49 hectares this S\$6 billion mega-resort will be home to Southeast Asia's first and only Universal Studios theme park, the world's largest oceanarium and the region's first integrated destination spa.

The resort also boasts some 1,800 rooms, spread across its six hotels of varying themes, with full conference and meeting amenities. Topping the list are Maxims Residences, Hotel Michael and Singapore's very own Hard Rock Hotel.

Beyond resorts and attractions, world-class entertainment such as the Crane Dance – a spectacular multi-media moving art with cleverly choreographed animatronic cranes, set out at the waterfront – will also be presented to the public. A 1,700-seat theatre will feature a magical dreamlike extravaganza with water, light and visual effects, alongside retail and dining options at the Festive Walk with roving acts and street performances at the Bull Ring. Indeed, come 2010, Resorts World at Sentosa looks set to welcome 15 million visitors. It will be a place that Singapore can proudly call its own.

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, TIGER, CRANIUM and WIZARDS OF THE COAST. Come see how we inspire play through our brands at <http://www.hasbro.com>. (C) 2008 Hasbro, Inc. All Rights Reserved

TRANSFORMERS and all related characters are trademarks of Hasbro. © 2008 Hasbro. Film Clips and Stills from TRANSFORMERS © DreamWorks LLC and Paramount Pictures. Universal Parks & Resorts, Universal Studios Hollywood, Universal Studios Singapore, the Universal globe logo and all Universal indicia ™ & © Universal Studios. All Rights Reserved.

MEDIA CONTACTS:

Universal Studios Hollywood:
Eliot Sekuler
Tel: +1 818-622-6896
Email: eliot.sekuler@nbcuni.com

Resorts World at Sentosa:
Robin Goh
Tel: + 65 6407 9778
Mobile: +65 90935772
Email: robin.goh@rwsentosa.com

Hasbro, Inc.:
Wayne Charness
Tel: +1 401-727-5983
Email: wcharness@hasbro.com