



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

TRANSFORMERS The Ride Premieres at Universal Studios Singapore® on 3 December 2011

Director Michael Bay to headline launch party on 2 December

SINGAPORE, 27 October 2011 – AUTOBOTS, roll out! Come 3 December, Universal Studios Singapore will launch the world's first theme park attraction based on Hasbro's iconic TRANSFORMERS brand. Taking the TRANSFORMERS movie franchise from reel to reality, this motion thrill ride will showcase the most advanced evolution of immersive theme park entertainment.

TRANSFORMERS The Ride will celebrate its world premiere at an exclusive evening event on 2 December. Michael Bay, director and executive producer of the immensely popular TRANSFORMERS blockbuster movies who also served as the attraction's creative consultant, will be in attendance to help commemorate the occasion.

Mr. Michael Bay said: "I am very excited about the debut of this attraction at Universal Studios Singapore. Finally, TRANSFORMERS fans will not only have the chance to watch the AUTOBOTS battle the DECEPTICONS on screen; they will actually be part of the action."

The breakthrough attraction will feature 12 scenes, comprising sets blended seamlessly with hyper-realistic 3-D digital media and special effects to bring tactile realism to every moment. Guests will be unable to discern illusion from reality as they get transported onboard advanced motion-based ride vehicles into the TRANSFORMERS universe, and partake in the ultimate 3D battle against the DECEPTICONS right alongside the AUTOBOTS.

Resorts World Sentosa (RWS) is confident that TRANSFORMERS The Ride will raise the bar for immersive ride experiences anywhere in the world and will be a game changer for theme park attractions, well-suited for the entire family. Mr. Tan Hee Teck, CEO of Resorts World Sentosa, said: "The world debut of TRANSFORMERS The Ride at Universal Studios Singapore exemplifies how Resorts World Sentosa has continued to build on its leading reputation as the number one destination resort in Asia. Hence, we are most thrilled to bring the milestone launch of this franchise here. Resorts World Sentosa transformed Singapore as its first integrated resort in 2010, and we will continue to bring in game changing attractions to the region."

Enlisted as NEST recruits, guests are tasked to help the AUTOBOTS protect a remaining shard of the ALLSPARK – a powerful energy cube that gives life to the TRANSFORMERS. As the DECEPTICONS attack the facility in a bid to obtain the shard, guests will be introduced to a new AUTOBOT – EVAC – created exclusively for the ride.

New to the AUTOBOTS family, EVAC is a stealth transportation AUTOBOT stationed on Earth designed to transport personnel and classified materials at hyper speeds. For the ride, park guests will board EVAC and begin the ride of their lives, zipping through subway tunnels, down city streets and across rooftops, with the DECEPTICONS hot on their heels. Park guests, especially fans of TRANSFORMERS, will be thrilled as they come face-to-face – and be transported – by an AUTOBOT. This epic ride experience will allow guests the opportunity to truly “Ride The Movies™”.

Special year-end holiday packages for Universal Studios Singapore will be rolled out through the Resorts World Sentosa website and authorized travel agents. Guests signing up for these special packages will receive a TRANSFORMERS The Ride commemorative souvenir and express entry to the attraction. More details will be available at www.rwsentosa.com.

In the coming weeks, fringe contests and more exclusive sneak peeks and behind-the-scenes videos of the world’s first TRANSFORMERS theme park attraction at Universal Studios Singapore will also be posted on the attraction’s official blog, <http://tftheride.rwsentosablog.com>. Guests are encouraged to check the blog for updates, including information on a chance to receive exclusive invitations to attraction launch event.

Travel professionals can learn more about TRANSFORMERS The Ride and more at this year’s China International Travel Mart trade show, held at Kunming International Convention & Exhibition Center from now to October 30.

- Ends

About Resorts World Sentosa

Resorts World Sentosa (RWS), Singapore’s first integrated resort is located on the resort island of Sentosa. Spanning 49 hectares, the resort has welcomed over 15 million visitors since it opened in January 2010. RWS is home to the region’s first-and-only Universal Studios theme park, a casino, luxurious accommodation in four unique hotels, the Resorts World Convention Center, celebrity chef restaurants as well as specialty retail outlets. The resort also offers entertainment ranging from its resident theatrical circus spectacular Voyage de la Vie, to public attractions such as the Crane Dance and the Lake of Dreams. RWS most recently unveiled the first attraction under the second phase of the Resort –its Maritime Experiential Museum and Aquarium. Still to come are the world’s largest oceanarium called Marine Life Park, a destination spa and two additional hotels. Resorts World Sentosa is wholly owned by Genting Singapore, a company of the Genting Group.

For more information, please visit www.rwsentosa.com.

About Universal Parks & Resorts

Universal Parks & Resorts (UPR), a unit of Comcast Corporation’s NBCUniversal, encompasses today’s most relevant and popular entertainment experiences, creating emotional connections with guests around the world. Each year, millions of guests visit UPR theme parks to experience thrilling, world-famous attractions that use ground-breaking technology and cannot be found anywhere else. Universal Studios is a globally respected and internationally renowned theme park brand. With three-time Academy Award winner Steven Spielberg as creative consultant, its theme parks are known for some of the most thrilling and technologically advanced “ride-the-movies” motion picture and television show-based attractions. NBCUniversal owns and operates a valuable portfolio of news, sports and entertainment networks; Universal Studios, a premier motion picture company; significant television

production operations; a leading television stations group; and world-renowned theme parks. NBCUniversal is 51%-owned by Comcast, with 49% owned by General Electric.

About Hasbro

Hasbro, Inc. (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. Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2010 Hasbro, Inc. All Rights Reserved.

MICHAEL BAY

MICHAEL BAY is one of the world's boldest and most successful filmmakers. His films have grossed over \$5 billion worldwide and redefined the action genre.

Bay Films is one of the most cutting-edge production companies in Hollywood. Additionally, Bay is the founder of Platinum Dunes, a company originally designed to give talented commercial and video directors a chance to break into the feature world. Bay also owns one of the industry's premier special effects companies, Digital Domain.

A graduate of Wesleyan University and Art Center College of Design, Bay began his career as a commercial and music video director. He has won virtually every major award in the commercial industry. His "Got Milk?" campaign resides in the permanent collection of New York's Museum of Modern Art.

MEDIA CONTACTS:

Resorts World Sentosa

Clement Ng / Robin Goh

Tel: + 65 6577 9761 / +65 6577 9778

Cell: +65 9815 4490 / +65 9093 5772

clement.xjng@rwsentosa.com / robin.goh@rwsentosa.com

Weber Shandwick Singapore (for Resorts World Sentosa)

Khushil Vaswani / FangTing Zheng

Tel: +65 6825 8023 / +65 6825 8031

Cell: +65 9127 7024 / +65 9696 9323

kvaswani@webershandwick.com / fzheng@webershandwick.com

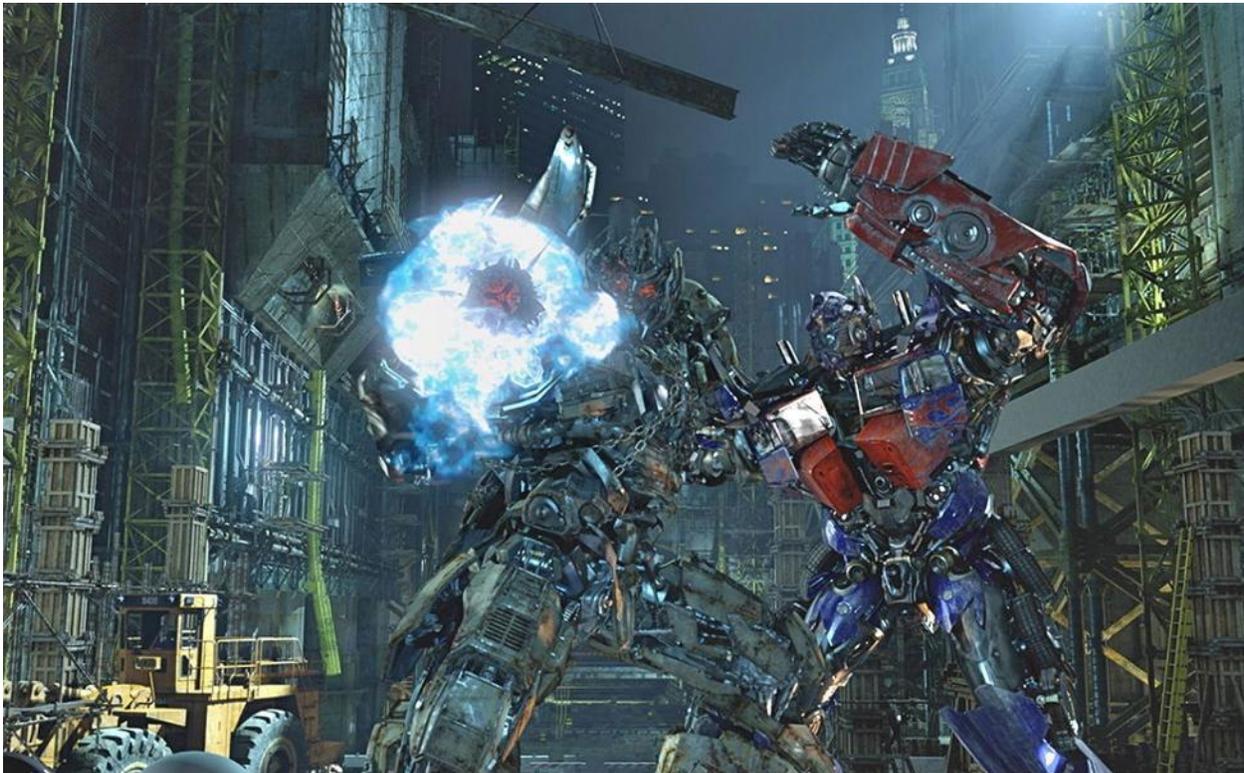
Note to Editors:

1. Please use the following photo captions for visuals.
2. High resolution photos can be downloaded from link: <http://tftheride.rwsentosablog.com/media/>
3. All photos are to be attributed to:

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The ALLSPARK Shard – what the new recruits (guests) will need to protect from MEGATRON and the DECEPTICONS.



OPTIMUS PRIME and MEGATRON battle in TRANSFORMERS The Ride.