



## **p r e s s r e l e a s e**

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### **Coming this December: TRANSFORMERS The Ride Makes Debut at Universal Studios Singapore**

#### **Prepare To Experience The Ultimate 3D Battle**

**SINGAPORE, 23 August 2011** – Universal Studios Singapore announced today that it will debut the world’s first TRANSFORMERS ride this December, allowing its guests to be among the first to experience the blockbuster theme park attraction, aptly named *TRANSFORMERS The Ride*.

Based on the iconic brand from Hasbro and the popular film franchise directed by Michael Bay, who is also the creative consultant for the thrill ride, it will tell an original *TRANSFORMERS* tale using realistic high definition 3D media, sophisticated visual effects, and one of the most elaborate roaming flight simulator systems ever integrated into a ride-car vehicle.

Setting a new standard in immersive theme park attractions, *TRANSFORMERS The Ride* brings to life the story of the battle between the heroic AUTOBOTS and the villainous DECEPTICONS. Guests will be transported into the world of *TRANSFORMERS* as members of the Human-AUTOBOT alliance called N.E.S.T., giving them the chance to ‘Live The Movies™’ and putting them right in the thick of the action protecting the Allspark from the DECEPTICONS.

Mr. Dennis Gilbert, Senior Vice President of Attractions at Resorts World Sentosa, said: “The extension of the *TRANSFORMERS* movie franchise into a theme park thrill ride is an exciting part of the natural progression. This blockbuster, which made waves around the world with its stunning special effects and non-stop action, is the perfect recipe for a dynamic, thrilling theme park ride like none before it.”

Mr. Mark Woodbury, President of Universal Creative, said: “This ride is truly one of a kind, pushing the boundaries of hyperrealism. We are proud to continue the traditions of partnering with filmmakers to bring movie magic to our attractions. Working with the immensely talented director Michael Bay as the ride’s creative consultant has been extraordinary. *TRANSFORMERS The Ride* will tap into the larger-than-life characters and deliver an epic ride experience of a lifetime, thrilling guests from around the world when it opens at Universal Studios Singapore in December 2011 and Universal Studios Hollywood in Spring 2012.”

Licensed from Hasbro, Inc. and in association with Dreamworks SKG, the attraction also enlisted the award-winning Industrial Light & Magic (ILM), a division of Lucasfilm Ltd., which created the visual effects for the movie franchise, to produce ground-breaking visionary special effects and 3-D images exclusively for the ride.

*TRANSFORMERS The Ride* at Universal Studios Singapore, Southeast Asia's first and only Universal Studios theme park, will reside in the *Sci-Fi City* zone, which is also currently home to the world's tallest dueling roller coasters – *Battlestar Galactica: Human* and *Battlestar Galactica: Cylon*.

A brand new blog dedicated to everything *TRANSFORMERS The Ride* has also been set up as a one-stop destination for the latest information, updates, behind-the-scenes stories and sneak peeks of the attraction, at <http://tftheride.rwsentosablog.com>.

Guests who wish to experience *TRANSFORMERS The Ride* this December can contact their preferred travel agents for the best deals to Resorts World Sentosa and Universal Studios Singapore, or visit [www.rwsentosa.com](http://www.rwsentosa.com) to make their reservations.

*TRANSFORMERS*, the first in the film's trilogy, debuted in 2007 and garnered three Academy Award® nominations. The first sequel, *TRANSFORMERS: Revenge of the Fallen*, opened in 2009 and earned an Academy Award® nomination. The third film in the franchise, *TRANSFORMERS: Dark of the Moon*, opened on 29 June 2011 with stellar box office results worldwide. The three *TRANSFORMERS* films were directed and jointly executive produced by Michael Bay and Steven Spielberg, and released by Paramount Pictures. Spielberg also serves as creative consultant to Universal Studios Singapore.

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### **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. Resorts World Sentosa is currently developing the second phase of the Resort. Upon completion, RWS will open the Maritime Experiential Museum and Aquarium, the 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](http://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.

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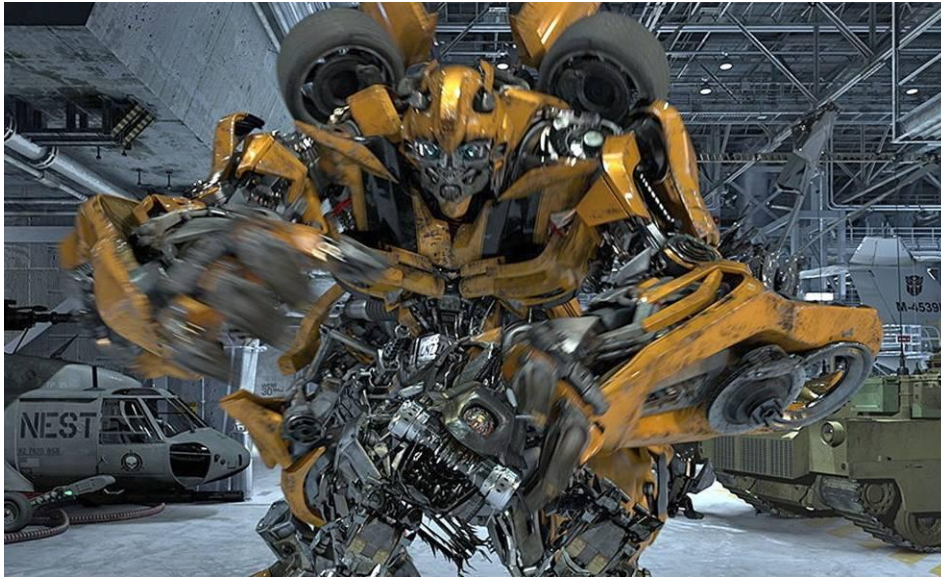
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**Note to Editors:**

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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**Bumblebee hands the AllSpark over to the new recruits of N.E.S.T.**



**Optimus Prime, leader of the Autobots, prepares for battle with the Decepticons.**