

## Transformers Prime

## Program description (general):

The Transformer franchise sees the triumphant return of the Autobots characters to television in cutting edge computer-generated animation. The series both deepens the epic mythology of Autobots and Decepticons, while starting fresh for a new generation of viewers and future Transformers fans. With a bold and modern new look, Optimus Prime, Bumblebee and others are back to roll out against Megatron's latest plots to conquer Earth. The Autobots may be few against the Decepticons menace, but they find increased strength here on their home away from home via bonds they've forged with three human teenagers. Make no mistake, the Transformers series will deliver heavy metal action and nail-biting suspense.

## Program description (listing):

The Transformer saga continues as Optimus Prime and the Autobots battle the evil Decepticons, led by Megatron. With the future of the human race hanging in the balance, three young teenagers become critical in helping the Autobots prevent the Decepticon Army from conquering Earth. Prepare to experience the world of Transformers like never before.

| Hasbro Studios                         |  |
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Main Title Theme by Brian Tyler Main Characters: <u>Autobots</u> **Optimus Prime** Peter Cullen Arcee Sumalee Montanp Bulkhead Kevin Michael Richardson Ratchet Jeffrey Combs **Decepticons** Megatron Frank Welker Brakdown Adam Baldwin Knockout Daran Norris Steve Blum Starscream **Humans** Jack Josh Keaton Miko Tania Gunadi Raf Andy Pessoa June Markie Post Agent Flower Ernie Hudson ---Episode Length: 30 minutes 26 Episodes: Genre: Kids Format: Animation Key Fact: Hub U.S. Premiere





--The Hub--

**THE HUB** is a multi-platform joint venture between Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) and Hasbro, Inc., (NASDAQ: HAS) with a goal of entertaining, enlightening, empowering and educating children and their families. The cable and satellite television network features original programming as well as content from Discovery's library of award-winning children's educational programming; from Hasbro's rich portfolio of entertainment and educational properties built during the past 90 years; and from leading third-party producers worldwide. The Hub lineup includes animated and live-action series, as well as specials, game shows, and family-favorite movies. The network extends its content through a robust and engaging online presence at www.hubworld.com. The Hub rebranded from Discovery Kids on October 10, 2010, and is available in more than 64 million U.S. households. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

