



**For Immediate Release  
January 19, 2012**

**WORLD PREMIERE OF NEW SERIES 'TRANSFORMERS RESCUE BOTS'  
AND SECOND SEASON PREMIERE OF 'TRANSFORMERS PRIME'  
ROLL OUT ON THE HUB TV NETWORK FEBRUARY 18**

**TRANSFORMERS Mega-Saturday also Features  
Network Debut of Fan-Favorite Feature Film  
"Transformers: The Animated Movie"**

LOS ANGELES – [The Hub](#) TV network, a television network for kids and their families, announces the return of all-new, action-packed TRANSFORMERS programming from Hasbro Studios on Saturday, February 18 with the world premiere of a new Hub Original Series, the animated "Transformers Rescue Bots," and the second-season premiere of the Daytime Emmy® Award-winning CG animated series "Transformers Prime," as well as the network debut of the 1986 classic *Transformers: The Animated Movie*.



Kicking off this ultimate day for TRANSFORMERS fans is the world premiere of the series "Transformers Rescue Bots" with two back-to-back, half-hour episodes (11:30 a.m. and noon ET). In addition, the second season of the popular series "Transformers Prime" launches with the first episode of a special three-part premiere (8:30 p.m. ET), and is immediately followed by The Hub Network premiere of *Transformers: The Animated Movie* (9 p.m. ET).

"Transformers Rescue Bots" is created specifically for the younger generation of TRANSFORMERS fans and features a group of Autobots charged with a mission to protect and learn about humans. Stationed by Optimus Prime on a technologically advanced island, the Rescue Bots – Heatwave, Boulder, Blades and Chase – team with a human family of first

responders including a police chief, firefighter, rescue pilot and engineer to keep peace and safety in their new found home. Alongside their new human friends, the Rescue Bots learn teamwork and heroism. Produced by Hasbro Studios, the half-hour series brings family, heart, humor and adventure to the Transformers brand.

Executive produced by Jeff Kline ("Transformers Prime"), "Transformers Rescue Bots" features the vocal talents of LeVar Burton ("Star Trek: The Next Generation"), Lacey Chabert ("Party of Five"), Steve Blum ("Transformers Prime"), Maurice LaMarche (Emmy® Award winner for "Futurama") and Peter Cullen ("Transformers Prime") who voices Optimus Prime when he makes cameo appearances in the series.

The second season of the popular animated series "Transformers Prime" digs deeper into TRANSFORMERS mythology as both the Autobots and Decepticons uncover clues relating to secret artifacts of Iacon, Cybertron's capital city. Their discoveries could not only change the balance of power in the war, but also potentially revive their dead home planet.

Spearheading the creative efforts on "Transformers Prime" are Co-Executive Producer Duane Capizzi ("The Batman," "Superman: Doomsday") and Executive Producers Jeff Kline ("Jackie Chan Adventures," "Men in Black: The Animated Series") as well as writing-producing duo Alex Kurtzman and Roberto Orci (*Star Trek*, *Cowboys & Aliens*, and *Transformers* feature films and TV's "Fringe" and "Hawaii Five-O"). Peter Cullen, Frank Welker, Josh Keaton, Jeffrey Combs, Kevin Michael Richardson, Ernie Hudson, Markie Post and Steve Blum lend their voices to the returning series produced by Hasbro Studios.

"Transformers Prime" was honored with a Daytime Emmy® Award in 2011 for Outstanding Individual Achievement in Animation for both Background Design and Color Design, and was nominated for four additional Daytime Emmy® Awards for Outstanding Writing in Animation, Outstanding Achievement in Music Direction and Composition, Outstanding Directing in an Animated Program and Outstanding Performer in an Animated Program for Peter Cullen as Optimus Prime.

Capping off "Transformers Mega-Saturday" is the network premiere of the feature film *Transformers: The Animated Movie*. Featuring the voice of legendary actor Orson Welles in his final role, the 1986 film depicts the epic battle between the Autobots, Decepticons and a mysterious new villain Unicron for peace on Cybertron. Produced by Hasbro and Marvel, the animated film features the voices of Peter Cullen, Frank Welker, Leonard Nimoy ("Star Trek") and Eric Idle (*Monty Python and the Holy Grail*).

### **About 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](http://www.hubworld.com). The Hub rebranded from Discovery Kids on October 10, 2010, and reaches approximately 62 million U.S. households. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

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Note: For artwork, visit [www.press.discovery.com](http://www.press.discovery.com)

--The Hub--

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