

TRANSFORMERS Challenge 2009: OFFICIAL RULES

1. NO PURCHASE NECESSARY. A purchase will not improve your chances of winning.
2. This contest is sponsored by Hasbro ("Sponsor"). This contest will be conducted on Saturday, May 30, 2009 in Pasadena, California beginning at 9:30 a.m.
3. ELIGIBILITY: This contest is open only to legal U.S. residents residing in one of the fifty (50) United States or the District of Columbia (collectively, "States"), ages 5 - 14. TO BE A CONTESTANT, YOU MUST BE AT LEAST 5 YEARS OF AGE AND MUST NOT HAVE REACHED YOUR 15TH BIRTHDAY ON OR BEFORE MAY 30, 2009. Employees or directors of Hasbro, Inc. ("Hasbro") and Hunter Public Relations, Hasbro's TRANSFORMERS brand licensees, and each of their respective parent companies, subsidiaries, affiliates, advertising/promotions agencies, dealers, retailers and agents (collectively "Sponsors") and their immediate family members (parents, children, siblings, spouse) or persons living in the same households of each (whether related or not) are not eligible to be contestants. The Sponsors reserve the right, in their sole discretion, to determine whether an entrant meets these eligibility criteria. Void where prohibited by law.
4. HOW TO ENTER: Participants will be divided into two divisions: "Junior" which is defined as children ages 5 to 8 on the day of the contest, and "Senior" which is defined as children ages 9 to 14 on the day of the contest. Potential participants may sign up on Saturday, May 30, 2009 starting at 9:30 a.m. at the BOTCON 2009 Convention, which will be held at the Pasadena Convention Center in Pasadena, California. Potential participants will be registered and compete on a first-come, first-serve basis and will need to provide the name of the child and his/her guardian, age as of the contest date, home address, phone number, and e-mail address. Registration concludes at 11:00 a.m.
5. CONTEST IMPLEMENTATION: Registered contestants will compete in timed trials at the Pasadena Convention Center beginning at 9:30 a.m. and concluding at approximately 11:15 a.m. Each registered child may compete only one time. Registered contestants will be invited to a timed trial station where they will be timed by stopwatch in converting a TRANSFORMERS toy from robot mode to vehicle mode. The watch will not stop until the child puts the toy down on the table and states that he/she is finished. Once a contestant places the toy on the table and announces he/she is done, he/she is not allowed to pick up the toy again or risks disqualification. On-site judges designated by Hasbro will check completed toys to ensure toy is completely and accurately changed fully from robot mode to vehicle mode. If, in the opinion of the judges, the toy is NOT completely and 100 percent changed into vehicle mode, the registered contestant will not be allowed to move on to the semi-finals round. All children within the same division will compete using the same type of TRANSFORMERS toy.

While every attempt will be made to accommodate all registered participants, timed trials are scheduled to conclude at 11:15 a.m.

Times will be collectively recorded for each division with the ten fastest times per division moving on to the semi-finals round, which will begin at approximately 11:30 a.m. In case of a tie that affects who moves on to the semi finals, those contestants will compete again head-to-head using the same timed trial toys. If a semi-finalist contestant does not report at the check-in desk at the beginning of the semi finals, he/she may be disqualified from competing further in the contest and -- at the discretion of the sponsor -- may be replaced by another contestant. In the semi finals, qualified contestants will compete against other timed trial winners within their age division. Same rules as described above will be in effect for the semi finals.

In case of a tie that affects who moves on to the finals, judges will look at the times of tied participants from the first round timed trials, with the fastest tied contestant from the first round timed trials moving on in the competition. If that does not settle the tie, the tied contestants will compete again using the same toys from the semi finals round. The three contestants with the fastest times in each division in the semi finals will move on to the finals.

The finals will begin shortly after the conclusion of the semi-finals in both the Junior and Senior division. If a finalist contestant does not report at the check-in desk at the beginning of the finals, he/she may be disqualified from competing further in the contest and -- at the discretion of the sponsor -- may be replaced by another contestant.

In the finals, a total of three qualified contestants will compete against other semi finalist winners from within their age division. Same rules as described above will be in effect for the finals.

The fastest time in the finals will be declared the winner. In case of a tie, judges will look at the times of tied participants from the semi finals, with the fastest tied contestant from the semi finals being declared the winner. If that does not settle the tie, judges will look at the times of the tied contestants from the first round timed trials, with the fastest tied contestant from Round 1 being declared the winner. IN ALL CASES, THE DECISION OF THE ON-SITE JUDGES WILL BE FINAL AND NOT OPEN TO APPEAL.

During the semi finals and finals round, the judges may impose a 'mercy rule' which means that once winners or next round finalists have been determined, other contestants may be given a time limit to complete the conversion of toy from robot to vehicle OR not allowed to finish the task.

6. **PRIZES:** The fastest contestant in each division in the finals will win a \$500 HasbroToyShop.com gift card; the second fastest contestant in each division in the finals will win a \$150 HasbroToyShop.com gift card; the third contestant in each division in the finals will win a \$50 HasbroToyShop.com gift card. All registered participants who successfully compete in Round 1 will receive a TRANSFORMERS toy as selected by the contest Sponsor; all registered participants who also successfully compete in Round 2 will receive an additional TRANSFORMERS toy as selected by the contest Sponsor.

GENERAL: This contest is governed by the laws of the United States, and all claims must be resolved in the federal or state courts of the United States. All federal, state and local laws and regulations apply. By entering, each entrant AND entrant's parent or legal guardian: (1) agrees to be bound by these official rules; (2) agrees to accept as final all decisions of the Sponsors regarding this contest; and (3) releases and agrees to indemnify and hold harmless the Sponsors and their agents and their respective officers, directors, employees, representatives, agents, and shareholders, from and against any and all claims, causes of action, demands, injuries, losses or liabilities of any nature whatsoever including but not limited to liability for any personal injury which may result, directly or indirectly in whole or part from entrant's participation in the contest or with respect to the awarding, receipt, possession, use and/or misuse of any prize. All taxes are solely the responsibility of the winner (and winner's parent/legal guardians). The Sponsors reserve the right, in their sole discretion, to disqualify any individual who the Sponsors determine, in their sole discretion, has tampered with the contest or who has engaged in any fraudulent conduct; and the Sponsors may prosecute such individual to the full extent permitted by law. Each Official Entry and Release Form become the property of the Hasbro and will not be returned. As set forth in the Official Entry and Release Form, each entrant's participation in the contest constitutes good and valuable consideration for the assignment to Hasbro of all rights of the entrant (and entrant's parent/legal guardian) including but not limited to the right of the Sponsors to use, publish and display the photographs and videotape taken during contest for advertising/marketing/public relations purposes, including use and posting on Hasbro's Internet web site addresses (including, but not limited to, www.transformers.com and www.hasbro.com). The Sponsors and their agents are not responsible for electrical, mechanical, or other technical malfunctions, or other errors of any kind relative to contest participation.

7. **RULES REQUEST:** The Official Rules and the Official Entry and Release Form can be found at www.botcon.com
WINNER LIST: For a list of winners, send a request including your name and complete address and a self-addressed stamped envelope to: WINNERS LIST, TRANSFORMERS CONTEST C/O Hunter Public Relations, 41 Madison Avenue, 5th Floor, New York, NY 10010-2202. The name of the winner(s), his/her city/state of residence, and his/her likenesses may also be posted on Hasbro's Internet web site addresses. **SPONSORS:** This contest is sponsored by Hasbro, Inc., 1027 Newport Avenue, Pawtucket, RI 02862-1059; and is administered by Hunter Public Relations, 41 Madison Avenue, New York, NY 10010.