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## HASBRO EXPANDS TRANSFORMERS BRAND INTO NEW MEDIA

Classic toys redesigned to traverse generations. To Hasbro, no one is too young or too old to play with a Transformers robot, watch a Transformers television show or play a Transformers video game. The toy maker started the Transformers franchise with a Japanese partner in 1984. The main Transformers brand contains mature themes, with big robots battling for control of the planet.

Read the full article here:

[Hasbro Expands Transformers Brand Into New Media](#)

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