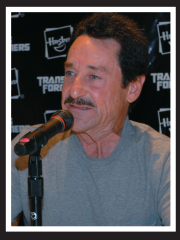
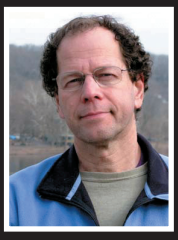
TRANSFORMERS HALL OF FAME

After more than 25 years of "MORE THAN MEETS THE EYE" action, Hasbro, Inc. is launching the TRANSFORMERS Hall of Fame that will honor those influential in creating and building this iconic entertainment brand as well as actual "ROBOTS IN DISGUISE."

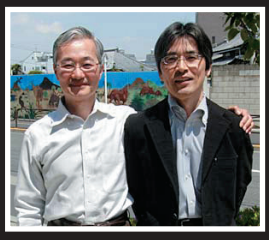
In 2010, Hasbro will induct four individuals into the TRANSFORMERS Hall of Fame who helped shape the global entertainment brand that has spawned popular action figures, comic book series, multiple animated series, video games and two blockbuster live action movies. The inductees include:



Peter Cullen: Mr. Cullen is a voice actor best known for providing the English voice for the wise and heroic AUTOBOT leader OPTIMUS PRIME in the popular 1980s cartoon series "The TRANSFORMERS" and in the 1986 animated film "The TRANSFORMERS: The Movie". He reprised the role in 2007 and 2009 in the live action TRANSFORMERS movies, and will return for the third installment slated for 2011. Additionally, he has provided the voice for five other TRANSFORMERS robots during his career.



Bob Budiansky: While working as an editor for Marvel Comics in 1983, Mr. Budiansky named and wrote the personality profiles for most of the first 20 or so TRANSFORMERS characters. He then became the editor of the very first TRANSFORMERS mini-series, which led to him scripting most of the next 50 issues of the monthly TRANSFORMERS comic book. As he continued working with the brand on behalf of Hasbro, he named and wrote the packaging copy and personality profiles of dozens more TRANSFORMERS, and developed story treatments as new lines of TRANSFORMERS were introduced.



Hideaki Yoke: While working at TAKARA TOMY, Mr. Hideaki invented the Micro-Robot segment within the MICRONAUTS toy line, which featured the engineering innovation of transformation in action figures that were no more than 3 to 4 inches tall. TRANSFORMERS characters MEGATRON, SOUNDWAVE and RAVAGE can trace their origins to Mr. Hideaki's efforts. He acted as liaison between TAKARA TOMY and Hasbro during the early years of their business relationship.

Kojin Ohno: Mr. Ohno started his career at TAKARA TOMY, working on the design of the Microman and Diaclone toy lines, which would later become one of the inspirations for the TRANSFORMERS toy line. Mr. Ohno created SUNSTREAKER, which is considered the first "car to robot transforming toy". He was also instrumental in the introduction of Beast Wars TRANSFORMERS for the Japanese market. He helped design toys for both live action TRANSFORMERS movies. He takes great pride in being the person who designed the largest TRANSFORMERS toy from Generation 1: FORTRESS MAXIMUS.

Hasbro will also induct five iconic characters into the TRANSFORMERS Hall of Fame. Heroic AUTOBOTS OPTIMUS PRIME and BUMBLEBEE, as well as evil DECEPTICONS MEGATRON and STARSCREAM, will be in the first class of robots honored with induction, as chosen by Hasbro's TRANSFORMERS Hall of Fame internal panel of judges.

Optimus Prime: As the leader of the Autobots, Optimus Prime is a key warrior in the battle against the Decepticons. Once known as the data clerk Orion Pax, he was granted the mantle of leadership and the name Optimus Prime by the High Council of Cybertron. Now, it is his sworn duty to defend Cybertron and all its citizens from the wrath of Megatron and his army of evil Decepticons. With the Matrix of Leadership, Optimus Prime hopes to have the knowledge needed to defeat his old foe and bring peace to his home world.

Megatron: Before the war, Megatron was an Energon mining drone working deep beneath the surface of Cybertron. To relieve the frustration of being stuck in a lower caste system, Megatron entered into the illegal gladiatorial matches. There, he learned how to fight and quickly became undefeatable. Now, he uses this knowledge to command the Decepticon army in their battle against the Autobot forces. Megatron uses his superior strength to constantly make examples of any Autobot captured in battle or any Decepticon who second-guesses him. Using this scare tactic, he keeps his lieutenants under his control.

Starscream: He once guarded Cybertron as Air Commander of the Seekers, but now, Starscream serves under Megatron as a Decepticon. Starscream has always believed that only through him will the Decepticons truly become victorious in the war against the Autobots. His every move is self-serving as he constantly seeks to usurp Megatron and reign supreme. With his Null Ray, Starscream is a formidable warrior, and despite his treacherous ways, Megatron finds it fit to keep Starscream close at hand.

Bumblebee: Bumblebee came online during the first days of the war between the Autobots and Decepticons. Quickly falling in line with the Autobots, Bumblebee used his small size to infiltrate and spy on Decepticon activities. His bravery makes him one of Optimus Prime's most valuable team members. Always quick to provide a joke hoping to lighten the mood when things seem at their worst, Bumblebee is a trusting and brave warrior. He looks up to Optimus Prime and the other Autobots who stand against the Decepticons fighting for what's right.