

TRANSFORMERS™

MOVIE CARDS



MOVIE OPENS JULY.4.07
CARDS ROLL OUT JUNE.2.07

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TRANSFORMERS™



TRANSFORMERS™



**Roll out for a technological
thrill ride like no other!**

- MOST ANTICIPATED SUMMER MOVIE EVENT OF 2007!
- HELMED BY WORLD CLASS PRODUCTION TEAM OF MICHAEL BAY (ARMEGGEDON) AND STEVEN SPIELBERG (JAWS, ET).
- \$145 MILLION PRODUCTION BUDGET, GREAT STORY, GREAT CHARACTERS AND TONS OF ROBOTIC ACTION!
- \$200 MILLION GLOBAL MARKETING CAMPAIGN.
- CAPITALIZES ON 80'S NOSTALGIA BUT ADDS A MODERN TWIST WITH STATE-OF-THE ART CGI EFFECTS.

MOVIE CARDS



**But, there's more than
meets the eye.**

- THE TRANSFORMERS BRAND HAS ONGOING AND CONTINUAL EXPOSURE THROUGH THE ANIMATED TV SERIES ON CARTOON NETWORK AND G4
- TOP-SELLING TOYS, COMIC BOOKS AND ATARI VIDEO GAMES.
- 3 BILLION AT RETAIL SINCE 1984.

**Transformers is a
World-Wide Brand
with Power**

- LICENSING PARTNERS INCLUDE: HASBRO, ACTIVISION, PARAMOUNT, GLU, HARPER COLLINS AND FRUIT OF THE LOOM.
- TOP-TIER PROMOTIONAL PARTNERS: BURGER KING, PEPSI, LUNCHABLES, EBAY AND GM.
- TREMENDOUS, LOYAL FAN BASE INCLUDING THOUSANDS OF FAN SITES.
- PASSIONATE COLLECTORS, YOUNG AND OLD.

**CLASSIFIED
ROBOTS REVEALED WHEN
THE CARD SET SHIPS
JUNE 2, 2007**

**90 cards chock full of
action-packed photos plus
cool, interactive inserts**

- EXCLUSIVE ONE OF A KIND SKETCH CARDS
- MOVIE MEMORABILIA CARDS
- AUTHENTIC AUTOGRAPHS
- FOIL CARDS
- EMBOSSED FOIL CARDS

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