

## Hasbro Investor Relations Webcast Summary

Contributed by NightViper  
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For those that listened into the four-hour Hasbro Investor Relations Webcast, you already know that it focused more on facts and figures than, well, action figures. Wacky investors. However, there was some Transformers-related news to grab onto:

- 2010 will bring with it a Transformers promotion called "Hunt for the Decepticons"
- Hasbro has acquired the Micronauts ("Microman" in Japan) brand and look forward to including its rich story in various media forms
- Advertising for the new JV (joint venture) Network with Discovery will begin in February
- 10-12 new programs are currently in production for JV Network
- The only new program they could comment on was My Little Pony. Lauren Faust of Power Puff Girls and Foster's Home for Imaginary Friends will head up the MLP media.
- Robert Orci and Alex Kurtzman are among those writing for Hasbro Studios media

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