

THERE'S MORE THAN MEETS THE EYE TO TRANSFORMERS PRIME!



**TRANS
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PRIME**

Transformers Prime marks the franchise's return to TV in cutting-edge, computer-generated animation in the wake of the wildly successful films. Reuniting Peter Cullen and Frank Welker as the original voices behind Optimus Prime and Megatron, the series both deepens the epic mythology of the Autobots and Decepticons, while starting fresh for a new generation of viewers and future Transformers fans. With a bold and modern new look, Optimus Prime, Bumblebee, and others are back to roll out against Megatron's latest plots to conquer Earth. The Autobots may be few against the Decepticons menace, but they find increased strength here on their home away from home via bonds they've forged with three human teenagers.

Transformers Prime will debut in the United States later this fall on "The Hub," a cable and satellite television network and multiplatform joint venture between Discovery Communications and Hasbro, Inc. launching on 10.10.10.

Get in on the ground-floor of this exciting animated re-launch with IDW Publishing's prequel series, Transformers Prime!



TRANSFORMERS PRIME

This all-new graphic novel adventure leads directly into the all-new *Transformers Prime* animated series!

In this epic first adventure, battles across Cybertron have left Bumblebee and his fellow Autobots in need of a new leader. But is there anyone who can step forward against the threat of Megatron and the evil Decepticons?

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