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**OAKLEY TO RELEASE SPECIAL EDITION  
“TRANSFORMERS: DARK OF THE MOON” 3D GLASSES**

***Limited Edition Oakley 3D Gascan® Honors New Film***

**FOOTHILL RANCH, Calif., June 17, 2011** – Oakley, Inc. today announced the upcoming release of limited edition 3D glasses with custom graphics that commemorate the debut of “*Transformers: Dark of the Moon*,” a much anticipated 3D feature film. Available today, the Oakley 3D Gascan® *Transformers* Limited Edition offers unparalleled performance to provide the ultimate 3D entertainment experience.

“We are honored to team up with Paramount Pictures and Hasbro to offer this unique limited edition 3D eyewear,” said Oakley CEO Colin Baden. “This film will push the envelope of 3D entertainment. With all the technology and talent that went into its creation, it deserves nothing less than the world’s best 3D glasses, and the innovations of Oakley 3D Gascan represent the state of the art. Our goal was to set the standard for optical performance in 3D, and we achieved it. Customers lucky enough to get their hands on this limited edition will have a rare collectible to commemorate a mind-blowing cinematic experience,” Baden concluded.

“We are thrilled to have Oakley develop this product collaboration with Hasbro to bring even more excitement to audiences anticipating seeing this incredible first-ever *Transformers* film in 3D. The glasses are amazing!” said LeeAnne Stables, Paramount Pictures’ EVP, Worldwide Marketing Partnerships.

This special edition of Oakley 3D glasses carries graphics inspired by the movie, which will debut in the U.S. on June 29<sup>th</sup>. One side of the frame is highlighted by the AUTOBOT SHIELD icon while the other carries the emblem of the DECEPTICON shield icon. Enriched with more film-inspired art, a custom Microclear™ bag is included for lens cleaning and frame storage.



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Oakley 3D Gascan is the world's first 3D eyewear that is "optically correct," a term that does not refer to prescription correction. Conventional non-prescription lenses can distort vision but Oakley HDO™ 3D technology takes advantage of the company's decades of optical innovation to maximize vision with clarity and fidelity while providing truer alignment of 3D images. The lens curvature gives the wearer a wide field of view while virtually eliminating glare and reflections. Oakley 3D lenses offer an uncompromising degree of color fidelity, allowing the wearer to see what the director had in mind for every shot. Made of comfortably lightweight O Matter®, the frame optimizes comfort with a precise Three-Point Fit.

Oakley 3D glasses have earned official certification by RealD®, the world's most widely used 3D movie technology. In addition to maximizing the 3D cinema experience, Oakley is pursuing partnerships with manufacturers of home 3D systems that utilize passive polarization technology. This will allow consumers to use the same glasses for 3D entertainment in the home and the cinema.

To showcase the special edition release, select Oakley Stores will feature a 3-D interactive experience with displays showing trailers from the new film. These retail locations include Oakley Stores in New York's Times Square and SoHo, the Hollywood store, and the Market Street store in San Francisco. The product will also be available at other Oakley Stores as well as Oakley.com, Amazon.com, Sunglasshut.com and Zappos.com websites.

Visit [Oakley.com](http://Oakley.com) to learn more about the company's [optical innovations](#).

### ***About Oakley, Inc.***

Established in 1975 and headquartered in Southern California, Oakley is one of the leading sports brands in the world. The holder of more than 600 patents, Oakley is continually seeking problems, solving them with inventions and wrapping those inventions in art. This philosophy has made Oakley one of the most iconic and inimitable brands on the market, with innovations that world-class athletes around the globe depend on to compete at the highest level possible. Oakley is famed for its insuperable lens technologies such as High Definition Optics® (HDO®) which is incorporated into all Oakley sun and prescription eyewear, and goggles. Oakley has extended its leadership position as the world's leading sports eyewear brand into apparel, footwear and accessories collections. Laser focused on the consumer, Oakley has both men's and women's product lines that target Sports Performance, Active and Lifestyle consumers. Oakley is a subsidiary of Luxottica Group. Additional information is available at [www.oakley.com](http://www.oakley.com).



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### **About Paramount Pictures Corporation**

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NYSE: VIA, VIA.B), a leading content company with prominent and respected film, television and digital entertainment brands. The company's labels include Paramount Pictures, Paramount Vantage, Paramount Classics, Insurge Pictures, MTV Films and Nickelodeon Movies. PPC operations also include Paramount Digital Entertainment, Paramount Famous Productions, Paramount Home Entertainment, Paramount Pictures International, Paramount Licensing Inc., Paramount Studio Group and Paramount Television & Digital Distribution.

### **About "Transformers: Dark of the Moon"**

When a mysterious event from Earth's past erupts into the present day it threatens to bring a war to Earth so big that the *Transformers* alone will not be able to save us. The movie stars Shia LaBeouf, Josh Duhamel, John Turturro, Tyrese Gibson, Rosie Huntington-Whiteley, Patrick Dempsey, Kevin Dunn, Julie White with John Malkovich and Frances McDormand. "Transformers: Dark of the Moon" is directed by Michael Bay, written by Ehren Kruger and produced by Don Murphy & Tom DeSanto, Lorenzo di Bonaventura and Ian Bryce. The executive producers are Steven Spielberg, Michael Bay, Brian Goldner and Mark Vahradian. It opens worldwide beginning June 29th.

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### **About Hasbro**

Hasbro, Inc. (NASDAQ: HAS) is a branded play company providing children and families around the world with a wide-range of immersive entertainment offerings based on the Company's world class brand portfolio. From toys and games, to television programming, motion pictures, video games and a comprehensive licensing program, Hasbro strives to delight its customers through the strategic leveraging of well-known and beloved brands such as TRANSFORMERS, LITTLEST PET SHOP, NERF, PLAYSKOOL, MY LITTLE PONY, G.I. JOE, MAGIC: THE GATHERING and MONOPOLY. The HUB, Hasbro's multi-platform joint venture with Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) launched on October 10, 2010. The online home of The HUB is [www.hubworld.com](http://www.hubworld.com). The HUB logo and name are trademarks of Hub Television Networks, LLC. © 2011 Hasbro, Inc. All Rights Reserved.



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