

Hasbro: "Prime: Most Powerful" TV :60

FADE IN: ECU feet; slow pan to waist - OUT

VO: He is the most powerful in the universe.

FADE IN: ECU hand; slow pan to shoulder - OUT

VO: His weapon systems are advanced beyond anything ever before seen on Earth.

FADE IN: ECU chest; slow pan across - OUT

VO: His armored body is without weakness.

FADE IN: ECU Face

Pan back to show whole body

VO: He is Optimus Prime. ...and he has returned.

Child's hand takes him; hi-speed of child transforming him.

SFX: "transform"

VO: Optimus Prime - a true warrior, a true leader... a true hero.

Child plays with figure

VO: Now, the classic Transformers electronic sounds and phrases can be heard at the touch of a button.

SFX: Toy - "Autobots! Transform and Roll Out!"; "transform"

VO: Prime also features spring-loaded suspension, ion blaster, light-up Matrix chamber, flip-out datacomm interface, and an AUTOBOT display stand.

SFX: Prime's voice: "Megatron must be stopped."

VO: Transformers Optimus Prime - from Hasbro.

By: Clint Ford

Copywriter