



July 1, 2011

## KRE-O Construction Brand from Hasbro 'Rolls Out' onto Shelves Nationwide

### Inaugural KRE-O Construction Set Collection Features Popular TRANSFORMERS Characters

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro](#), Inc. (NASDAQ: HAS) brings action and adventure to the construction aisle in July with the introduction of the [KRE-O](#) brand. The KRE-O brand allows builders and Hasbro fans ages 6 and up to enjoy and create with popular Hasbro brands, like the TRANSFORMERS brand beginning in 2011 and many other Hasbro brands planned for the future, in a construction play pattern like never before. With the debut of the *Transformers: Dark of the Moon* movie from Paramount Pictures this week and the animated series *Transformers Prime* currently airing on [The Hub](#) television network, KRE-O TRANSFORMERS sets are another exciting new way for kids and fans to experience the iconic TRANSFORMERS brand this year.



The KRE-O TRANSFORMERS BUMBLEBEE set comes complete with more than 300 KRE-O brand bricks to build the popular TRANSFORMERS character in its robot or vehicle form. The inaugural KRE-O brand products from Hasbro hit shelves nationwide on July 1, 2011. (Photo: Business Wire)

From favorite characters and high quality materials to unique accessories and collectible [KREON](#) figures, KRE-O construction sets will excite builders of all ages and bring iconic Hasbro properties to the construction aisle. Twelve KRE-O TRANSFORMERS construction sets featuring popular AUTOBOT and DECEPTICON characters from over 25 years of TRANSFORMERS lore will 'roll out' onto U.S. retail shelves this summer. KRE-O TRANSFORMERS sets will become available at retail for fans around the world in the coming months.

"Consumers have been asking for something new in the construction category. With our introduction of the KRE-O brand and KRE-O TRANSFORMERS, we are delivering terrific innovation," said John Frascotti, chief marketing officer, Hasbro, Inc. "With KRE-O TRANSFORMERS, we are giving TRANSFORMERS fans the opportunity to build and interact with iconic characters like OPTIMUS PRIME and BUMBLEBEE and several other TRANSFORMERS robots and vehicles like never before."

Each KRE-O TRANSFORMERS set is 'MORE THAN MEETS THE EYE,' with two types of builds: create a robot and then disassemble to build a vehicle, disassemble the vehicle to build a robot. Packed with play, most sets also come complete with themed accessories and there are a total of 16 unique KREON TRANSFORMERS figures to collect. These exciting features and accessories included within most KRE-O building sets help enhance builders' adventures and offer a multitude of play scenarios.

"The KRE-O brand's brick quality, entertainment brand tie-ins, and individual set details breathe new life into the construction aisle," said Chris Byrne, content director [TimetoPlayMag.com](#), aka The Toy Guy®. "A wide range of builders and TRANSFORMERS fans are sure to be excited by this premiere collection."

Considering Hasbro's portfolio of iconic properties and characters, there's incredible growth potential for the KRE-O line to incorporate additional exciting brands moving forward."

The KRE-O TRANSFORMERS collection features classic characters and includes a variety of offerings from basic sets priced at approximately \$7.99 to deluxe sets priced at approximately \$59.99. KRE-O bricks are compatible with other major brick-based construction sets on the market. For additional information on the KRE-O brand and to become a member of the KRE-O fan community, visit [YouTube.com/KREO](#), or [KRE-O.com](#).

Highlights from the 2011 KRE-O collection include:

[KRE-O TRANSFORMERS BUMBLEBEE Set](#)

(Ages 7 years & up /Approx. Retail Price: \$24.99/Available: July 2011)

Bring the popular BUMBLEBEE character to life like never before! The 2-in-1 KRE-O TRANSFORMERS BUMBLEBEE set allows fans to create and recreate their favorite AUTOBOT character in robot mode or in vehicle mode. In robot mode, builders can convert the wings on BUMBLEBEE into a glider for KREON figures to balance on. In vehicle mode, open up the driver's door and take up to two KREON figures for a spin. Set includes two KREON figures and more than 300 pieces. Available at most major retailers nationwide and HasbroToyShop.com.

#### **KRE-O TRANSFORMERS STARSCREAM Set**

(Ages 7 years & up /Approx. Retail Price: \$29.99/Available: July 2011)

Take your construction skills to new heights! Builders can construct the KRE-O TRANSFORMERS STARSCREAM set to form the STARSCREAM character in one of two modes: vehicle or robot. In vehicle mode, builders can open this DECEPTICON jet's canopy to fit a KREON figure into the cockpit, blast off removable 'rockets' and 'turbo thrusters,' or use the retractable wheels to pretend they're taking off the runway. Comes complete with more than 300 pieces and two KREON figures. Available at most major retailers nationwide and HasbroToyShop.com.

#### **KRE-O TRANSFORMERS SENTINEL PRIME Set**

(Ages 8 years & up /Approx. Retail Price: \$39.99/Available: July 2011)

Go on a mission for advanced builders. The KRE-O TRANSFORMERS SENTINEL PRIME set allows kids to assemble this character in robot mode to create a powerful AUTOBOT with included shield and sword accessories or enjoy classic vehicle play by assembling the more than 350 KRE-O pieces into a fire truck complete with two ladders and three KREON figures. The KRE-O TRANSFORMERS SENTINEL PRIME set also features a launcher brick for blasting action in both modes. Available at most major retailers nationwide and HasbroToyShop.com.

#### **KRE-O TRANSFORMERS OPTIMUS PRIME Set**

(Ages 8 years & up /Approx. Retail Price: \$59.99/Available: July 2011)

'Roll out' and get hands on with the biggest building set in the KRE-O line up: the KRE-O TRANSFORMERS OPTIMUS PRIME set. Complete with more than 500 pieces, the largest amount featured in any of the 2011 KRE-O sets, builders can assemble the popular OPTIMUS PRIME character in vehicle mode as the notable semi-hauler or in robot mode to create the leader of the AUTOBOTS. When in vehicle mode, the truck's removable cab converts into a mini-command station and the trailer opens to fit the two motorcycles and four unique KREON figures included with the set. The trailer can also be disassembled and built into a command center playset for the KREON figures. When in robot mode, builders can blast into action with a projectile launching brick! The KRE-O TRANSFORMERS OPTIMUS PRIME set includes orange traffic cones and cool decorative decals. Available at most major retailers nationwide and HasbroToyShop.com.

#### **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. All rights reserved.

Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2011 Hasbro, Inc. All Rights Reserved.

**Photos/Multimedia Gallery Available:** <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6781222&lang=en>

Litzky Public Relations  
Josslynne Welch or Marissa Connelly  
201- 222-9118  
[jwelch@litzkypr.com](mailto:jwelch@litzkypr.com)  
[mconnelly@litzkypr.com](mailto:mconnelly@litzkypr.com)  
or  
Hasbro, Inc.  
Daniel Benkwitt, 401-727-5318  
[dbenkwitt@hasbro.com](mailto:dbenkwitt@hasbro.com)

Source: Hasbro, Inc.

News Provided by Acquire Media