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Hasbro Teams Up with CBS Consumer Products for STAR TREK Toy Line

Product Line Fueled By Upcoming Major Motion Picture in 2013 to Include KRE-O STAR TREK Building Sets and More

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro](#), Inc. (NASDAQ: HAS) announced today it has entered into agreement with CBS Consumer Products to manufacture and globally market a variety of products based on the *STAR TREK* property beginning in 2013. The toy line will launch in support of the *STAR TREK* movie sequel from Paramount Pictures, which will open May 17, 2013.

Leading the product offering from Hasbro will be a line of premium [KRE-O STAR TREK](#) building sets featuring fantastical spaceships and legendary characters from the franchise. The KRE-O *STAR TREK* sets will offer high-quality KRE-O bricks as well as new KREON figures in the likeness of popular characters. Among its additional new play experiences, Hasbro will also offer robust line of roleplay toys for kids and fans to act out the intergalactic saga as well as select new figures.

"The *STAR TREK* property is an entertainment giant known by millions across the globe and Hasbro is thrilled to be working with CBS Consumer Products to bring the franchise to life in toy form," said John Frascotti, chief marketing officer, Hasbro, Inc. "As a global branded play company, Hasbro delivers the best properties in a variety of formats to consumers around the world. We're excited to offer fans the opportunity to experience icons of *STAR TREK* in exhilarating new ways with our KRE-O building sets as well as with new roleplay items and more."

"Hasbro and *STAR TREK* have always been known as innovative brands," said Liz Kalodner, Executive Vice President and General Manager of CBS Consumer Products. "Bringing them together in this new toy line will give fans of the entire *STAR TREK* franchise new ways to experience the final frontier, including the first complete construction program."

STAR TREK will mark the third major entertainment property to be featured in the KRE-O line from Hasbro. The Company successfully introduced the KRE-O brand in 2011 with building sets featuring its globally popular [TRANSFORMERS](#) characters. In 2012 Hasbro continues the KRE-O TRANSFORMERS line and is introducing KRE-O [BATTLESHIP](#) building sets based on its gaming property and upcoming live action movie [BATTLESHIP](#), from Universal Pictures. More details about Hasbro's *STAR TREK* product offerings will be announced at a later date.

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. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

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About CBS:

CBS Consumer Products manages worldwide licensing and merchandising for a diverse slate of television brands and series from CBS, CBS Television Studios and CBS Television Distribution, as well as from the company's extensive library of titles, Showtime and CBS Films. Additionally, the group oversees online sales of programming merchandise. For more information, visit www.cbsconsumerproducts.com.

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