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## The KRE-O Brand from Hasbro "Builds" a Major Presence at Comic-Con International and Unveils New STAR TREK™ and TRANSFORMERS Building Sets

*Teaser Trailer for KRE-O STAR TREK Digital Short Produced by Bad Robot Also Unveiled in Anticipation of Premier Pop Culture Event in San Diego*

PAWTUCKET, R.I.--(BUSINESS WIRE)-- At Comic-Con, the [KRE-O](#) brand from [Hasbro](#), Inc. (NASDAQ: HAS) boldly goes where no one has gone before. Based on the upcoming *STAR TREK* sequel from Paramount Pictures and directed by J.J. Abrams, the KRE-O *STAR TREK* line, under license from CBS Consumer Products, features a variety of vehicles from the movie along with fun KREON figures based on iconic *STAR TREK* characters. Fans will be able to see the KRE-O *STAR TREK* U.S.S. *ENTERPRISE* set and KIRK, SPOCK and BONES KREON figures for the first time in person at the Hasbro Comic-Con booth (#3213) beginning on Preview Night, July 11.



The KRE-O STAR TREK U.S.S. *ENTERPRISE* building set is revealed by Hasbro in anticipation of Comic-Con International in San Diego beginning on July 11. (Photo: Business Wire)

In a groundbreaking move for entertainment based building sets, Hasbro teamed up with J.J. Abrams, director of the upcoming *STAR TREK* sequel, to create a KRE-O *STAR TREK* stop motion digital short. The digital short, produced by Bad Robot, features icons of the *STAR TREK* saga in a stand-alone storyline and will premiere at a later date in partnership with Paramount Pictures. At Comic-Con the teaser trailer for the KRE-O *STAR TREK* digital short will be featured along with the upcoming U.S.S. *ENTERPRISE* building set and KREON figures in the Hasbro booth. In anticipation of the convention, Hasbro is unveiling a first look image of the KRE-O *STAR TREK* U.S.S. *ENTERPRISE* set and the teaser trailer. Fans can view the teaser trailer now exclusively on the KRE-O brand Youtube channel at [www.Youtube.com/KREO](http://www.Youtube.com/KREO).

"Comic-Con International is the perfect place to give fans a sneak peek at upcoming KRE-O *STAR TREK* products and the teaser trailer for the KRE-O digital short produced by Bad Robot," said Kimberly Boyd, global KRE-O brand director at Hasbro. "The KRE-O brand is enjoyed by consumers around the world and Hasbro is thrilled to work with the amazing teams at CBS Consumer Products, Bad Robot and Paramount Pictures to bring the *STAR TREK* property to life with KRE-O building sets."

*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 and in 2012 introduced the KRE-O BATTLESHIP line. New KRE-O BATTLESHIP and KRE-O TRANSFORMERS sets will be on display in the Hasbro booth including never before seen KRE-O TRANSFORMERS expressions: KRE-O TRANSFORMERS MICROCHANGERS and KRE-O TRANSFORMERS MICROCHANGERS COMBINERS. Fans won't want to miss these new figure reveals as well as a chance to snap a photo with KRE-O character statues including TRANSFORMERS BUMBLEBEE, a BATTLESHIP ALIEN and *STAR TREK* CAPTAIN KIRK all in their unique KREON expressions! Fans will also want to get their hands on a special edition KRE-O BATTLESHIP BATTLE-BOAT building set sample pack which will be distributed at various times throughout the show while supplies last.

## **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, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with 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 Company's Hasbro Studios develops and produces television programming for markets around the world. The Hub TV Network is part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), in the U.S. Through the company's deep commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world for future generations and to positively impact the lives of millions of children and families every year. It has been recognized for its efforts by being named one of the "World's Most Ethical Companies" and is ranked as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at [www.hasbro.com](http://www.hasbro.com). © 2012 Hasbro, Inc. All Rights Reserved

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