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Hasbro's KRE-O STAR TREK Beams into the Toy Aisle with New Building Sets and a Stop Motion Digital Short Produced by Bad Robot

The Digital Short, Utilizing KRE-O STAR TREK Building Sets Now On Shelves, Will Make its TV Broadcast Premiere May 13 on Cartoon Network

PAWTUCKET, R.I.--(BUSINESS WIRE)-- [Hasbro, Inc.](http://www.hasbro.com) (NASDAQ: HAS), announced the availability of the new [KRE-O STAR TREK](http://www.hasbro.com) line at retail locations beginning today. Also releasing today is a stop motion animated short featuring KRE-O building sets and KREON figures based on the iconic *STAR TREK* film franchise. Fans can watch the video, with a new stand-alone *STAR TREK* storyline, now on the official KRE-O YouTube channel at [youtube.com/KREO](http://www.youtube.com/KREO). The digital short will make its television broadcast premiere May 13 at 7:30 p.m. EST on Cartoon Network.



The KRE-O *STAR TREK* stop motion digital short animation was produced through film director J.J. Abrams' production company, Bad Robot, with special effects for the piece created by Kelvin Optical, one of the visual effects teams also working on the soon-to-be released *STAR TREK INTO DARKNESS* from Paramount Pictures.

"KRE-O *STAR TREK* marks the first time the *STAR TREK* universe has been available as building sets, and we are thrilled to show off the universe of KRE-O *STAR TREK* building sets and KREON figures with this exciting stop motion digital short from the Bad Robot team," says Kim Boyd, KRE-O senior brand director for Hasbro. "We're especially excited that kids will be inspired to express their own creativity, with the full line of KRE-O *STAR TREK* sets and KREON figures available in stores now."

The KRE-O *STAR TREK* U.S.S. ENTERPRISE building set from Hasbro is available at retail locations now. The building set can also be seen in a KRE-O *Star Trek* stop motion video produced by Bad Robot at www.Youtube.com/KREO. (Photo: Business Wire)

The KRE-O *STAR TREK* line, under license from CBS Consumer Products, is based on the upcoming film *STAR TREK INTO DARKNESS*, directed by Abrams and in theaters on May 17, and features a variety of intergalactic space vehicles from the movie. Also featured in the line are 18 collectible KREON figures based on iconic *STAR TREK* characters, to be released throughout 2013. The new KRE-O *STAR TREK* line marks the unveiling of LIGHTTECH, a light-up feature within every KRE-O *STAR TREK* building set that allows kids and fans to bring the fantasy world of *STAR TREK* to the next level.

The flagship item of the line, the [KRE-O STAR TREK U.S.S. ENTERPRISE](http://www.hasbro.com) building set allows kids and fans the chance to build an 18-inch long star ship toy with light-up warp engines, a bridge play area and five KREON *STAR TREK* characters, including favorites such as CAPTAIN KIRK and SPOCK. A total of 11 individual KRE-O *STAR TREK* building sets will be available in 2013 ranging in size from 32 to 432 pieces, including four micro-build ships and one set available exclusively at Toys 'R' Us.

More information on the KRE-O *STAR TREK* line can be found at [KRE-O.com](http://www.KRE-O.com).

The full line of KRE-O *STAR TREK* building sets and KREON figures available now from Hasbro include the following:

KRE-O STAR TREK U.S.S. ENTERPRISE Building Set
(Ages 9 years & up /Approx. Retail Price: \$49.99)

Explore the final frontier with the crew of the U.S.S. ENTERPRISE, the iconic ship from the *STAR TREK INTO DARKNESS* movie. Inspired by the ship featured in the film, the KRE-O *STAR TREK* U.S.S. ENTERPRISE is 18-inches long and is the first KRE-O set that actually lights up featuring LIGHTTECH! Explore the bridge interior play area, glowing warp engines and launch a projectile from a lighted photon torpedo. Kids and fans alike will be excited to join KREON figures of CAPTAIN KIRK, SPOCK and DR. MCCOY on the bridge to defend against two villain KREON figures. The set includes 432 pieces and five KREON figures. Requires three AAA Alkaline batteries. Batteries not included.

KRE-O *STAR TREK* KLINGON BIRD-OF-PREY Building Set

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

Take the battle to a far away KLINGON planet with this iconic enemy ship from *STAR TREK*. Based on a ship featured in the film, the [KRE-O KLINGON BIRD-OF-PREY](#) building set features a LIGHTTECH brick that illuminates the cockpit and two firing projectiles on the ship's wings! Open the hatch and put in one of the four included KREON figures to pilot the ship, including CAPTAIN KIRK, UHURA and two KLINGONS. Set includes 236 pieces. Requires two LR41 Alkaline batteries. Batteries are included.

KRE-O *STAR TREK* SPOCK'S VOLCANO MISSION Building Set

(Ages 7 years & up /Approx. Retail Price: \$14.99)

Pretend to carefully lower KREON figures onto dangerous, volcanic planets with [the KRE-O *STAR TREK* SPOCK'S VOLCANO MISSION](#), from the *STAR TREK INTO DARKNESS* movie. The KRE-O SPOCK'S VOLCANO MISSION building set features LIGHTTECH that illuminates the cockpit of the ship and can be rotated 90-degrees to provide light for the KREON figure which can be lowered out of the ship with the string zip line feature! The building set also includes a push lever activated erupting brick volcano. Set includes 141 pieces and two KREON figures (SULU and SPOCK). Requires two LR41 Alkaline batteries. Batteries are included.

KRE-O *STAR TREK* TRANSPORTER TROUBLE Building Set

(Ages 6 years & up /Approx. Retail Price: \$9.99)

"Beam me up SCOTTY!" Based on the iconic TRANSPORTER from the *STAR TREK INTO DARKNESS* movie, the [KRE-O *STAR TREK* TRANSPORTER TROUBLE](#) building set features a mechanical push lever that rotates KREON figures 180-degrees to the other side of the build, transporting them onto the alien planet. The LIGHTTECH pieces under the TRANSPORTER illuminate by pushing a lever to enhance the "magic" of the TRANSPORTER! The building set includes 65 pieces and two KREON figures with weapons (SCOTTY and a KLINGON). Requires two LR41 Alkaline batteries. Batteries are included.

KRE-O *STAR TREK* MICRO-BUILD SHIPS Assortment

(Ages 6 years & up /Approx. Retail Price: \$4.99)

Kids and fans alike will be excited to build each of the four ships in this KRE-O *STAR TREK* MICRO-BUILD SHIPS assortment inspired by ships from the *STAR TREK INTO DARKNESS* movie. The assortment includes the [U.S.S. ENTERPRISE](#), [KLINGON D7 BATTLE CRUISER](#), [U.S.S. KELVIN](#) and the [JELLYFISH](#). Each building set comes with a LIGHTTECH illuminated display stand and approximately 34-42 pieces. Each ship sold separately. Requires two LR41 Alkaline batteries. Batteries are included.

KRE-O *STAR TREK* SPACE DIVE Building Set

(Ages 6 years & up /Approx. Retail Price: \$7.99)

This [KRE-O *STAR TREK* SPACE DIVE](#) building set is a mini-build of a ship airlock, found on many of the iconic *STAR TREK* ships, complete with hinged doors. This set features the first LIGHTTECH KREON figure which illuminates by pushing on the figure's chest! The KRE-O *STAR TREK* SPACE DIVE building set includes 36 pieces and two KREON figures, CAPTAIN KIRK and a villain with press-fire projectile weapons and accessories! Requires two LR41 Alkaline batteries. Batteries are included.

KRE-O *STAR TREK* KREON FIGURE PACKS

(Ages 6 years & up /Approx. Retail Price: \$4.99)

Based on iconic *STAR TREK* characters from the upcoming *STAR TREK INTO DARKNESS* movie from Paramount Pictures, these KREON FIGURE PACKS feature one collectible KREON figure and accessory per pack, with six different characters available in the spring of 2013 including: GORN, CAPTAIN NERO, KEENSER, GRASIA, KLINGON and LIEUTENANT SPROG. Twelve additional KREON figures will be released in fall 2013, including: CAPTAIN KIRK, SPOCK, BORG DRONE and GENERAL CHANG. Each figure sold separately.

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About Hasbro, Inc.

[Hasbro, Inc.](#) (NASDAQ: HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF, LITTLEST PET SHOP and G.I. JOE. From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its

global customers with innovative play and entertainment experiences, in a variety of forms and formats, anytime and anywhere. The Company's Hasbro Studios develops and produces television programming for more than 170 markets around the world, and for the U.S. on The Hub TV Network, part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK). 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.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20130507006903/en/>

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