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## Hasbro's KRE-O Construction Brand Returns to Comic-Con International

*Hasbro Announces KRE-O DUNGEONS & DRAGONS, and Gives First Look at KRE-O CITYVILLE INVASION, Never-Before-Seen KRE-O TRANSFORMERS, KRE-O G.I. JOE, and KRE-O STAR TREK Building Sets*

PAWTUCKET, R.I. & SAN DIEGO--(BUSINESS WIRE)-- In anticipation of Comic-Con International in San Diego, [Hasbro, Inc.](#) (NASDAQ: HAS), announced today the expansion of their [KRE-O](#) construction brand to include [DUNGEONS & DRAGONS](#), the iconic fantasy entertainment brand from [Wizards of the Coast](#), a subsidiary of Hasbro, Inc. Fans at Comic-Con should stop by the Hasbro booth on Friday, July 19 at 9:00-10:00a.m. for a chance to receive a special edition KRE-O DUNGEONS & DRAGONS collectible poster while supplies last and view early KREON models. Kids and fans will be able to find KRE-O DUNGEONS & DRAGONS building sets at retail locations in January, 2014.

The KRE-O brand also celebrates the upcoming launch of the [recently announced](#) KRE-O CITYVILLE INVASION line at Comic-Con where visitors will be among the first to see the sets featuring DR. MAYHEM who has created a supernatural squad to aid him in world domination. Hasbro has changed the face of brick-based play with the introduction of innovative SONIC MOTION TECHNOLOGY seen for the first time in the KRE-O CITYVILLE INVASION line inspired by the new CityVille Invasion app by ZYNGA. Building sets equipped with SONIC MOTION TECHNOLOGY emit sound waves which trigger specific movements in special KRE-O bricks, creating a live action scene within the set. Fans can stop by the Hasbro booth to see SONIC MOTION TECHNOLOGY in action for the first time, get the first look at the exciting new world of KRE-O CITYVILLE INVASION, and see everything the evil DR. MAYHEM has in store for CityVille! The CITYVILLE INVASION line will be available at all major retail locations in early August. Families can also download the KRE-O CITYVILLE APP now on [iTunes](#) and [Google Play](#).

"Since launching the KRE-O brand over two years ago, we've been able to tap into some of Hasbro's most iconic brands and premier pop-culture licenses and bring them to life in a whole new way for kids and fans," said Kim Boyd, Senior Global Marketing Director for the KRE-O brand, Hasbro. "We are excited to add fantasy inspired sets featuring DUNGEONS & DRAGONS as well as CITYVILLE INVASION to the KRE-O portfolio which also includes TRANSFORMERS, G.I. JOE and STAR TREK."

Never before seen [KRE-O STAR TREK](#), KRE-O TRANSFORMERS and KRE-O G.I. JOE building sets will also be on display in the Hasbro booth. Fans won't want to miss these new reveals including the U.S.S. VENGEANCE ship from the hit movie, STAR TREK INTO DARKNESS from Paramount Pictures, directed by J.J. Abrams, which lands on shelves this fall.

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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 the creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF and LITTLEST PET SHOP. 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 Hub 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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