



Kids Eye Bricks And Blocks This Holiday Season

(NAPSA)—Some of this season's most popular toys target kids' fascination with building, and Hasbro is getting in on the action this year with the debut of its new construction brand, KRE-O.

The KRE-O collection features 12 TRANSFORMERS-themed sets, each allowing kids to build favorite characters from the classic TRANSFORMERS brand, including OPTIMUS PRIME and BUMBLEBEE, in either robot or vehicle mode. Stylized after classic 1980s TRANSFORMERS lore, the sets resonate with everyone from parent to preschooler and have already begun to "roll out" onto kids' wish lists.

In addition to popular characters, most KRE-O sets come with themed accessories and poseable KREON figures in robot or human form that add a pint-sized punch to the classic TRANSFORMERS universe. Best of all, since all the sets are compatible with other leading brick-based sets on the market, parents of even the most experienced builders don't have to worry about investing in a new brick system by introducing KRE-O bricks to their child's toy chest.

KRE-O sets range in both complexity and price, from sets for beginners priced at approximately \$7.99 to deluxe sets retailing for \$59.99. Featuring collectible KREON figures, two building options in one and compatibility with other major construction brands, each KRE-O TRANSFORMERS set is a gift featuring "MORE THAN MEETS THE EYE." High-



Each KRE-O TRANSFORMERS item contains a 2-in-1 build.

lights in the line include:

- The TRANSFORMERS set contains over 500 pieces. Builders can assemble the popular character in vehicle mode as the notable semi-hauler or in robot mode to create the leader of the AUTOBOTS.

- The 2-in-1 BUMBLEBEE set allows fans to create and re-create their favorite AUTOBOTS character. In robot mode, builders can convert the wings into a glider for figures to balance on.

- The STARScream set lets builders open the DECEPTICON jet's canopy to fit a figure into the cockpit, and blast off removable rockets and turbo thrusters.

- The MEGATRON set comes with "pincers" and a launcher brick for DECEPTICON blasting action.

Builders can also unwrap KRE-O sets featuring notable TRANSFORMERS characters such as MIRAGE, JAZZ, RATCHET, PROWL, SIDESWIPE and SENTINEL PRIME to re-create some of their favorite TRANSFORMERS scenes from past and present this holiday season. For more information, visit www.HasbroToyShop.com.