

Mimoco Ships MIMOMICRO and Refreshes MIMOBOT Collection at SDCC 2012

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— Mimoco Debuts 18 New MIMOBOT Characters and Ships



MIMOMICRO™ Card Readers at Comic-Con International!

See YouTube Star Wars MIMOBOT Series 8 is here!

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- Mimoco, Inc. (www.mimoco.com), maker of the MIMOBOT® and MIMOMICRO™ lines of designer USB flash drives and card readers has San Diego Comic-Con fever! They are debuting 18 new MIMOBOT characters and begin shipping their newest product line, MIMOMICRO™ at their dual Comic-Con booths (#4936 and #2913M in the Star Wars™ Pavilion). From DC Comics to Star Wars, Hasbro to Adventure Time, the MIMOBOT collection has just been refreshed. Topping it off, Mimoco is proud to begin shipping its brand-new line of fashionable personal data storage devices called MIMOMICRO™. A smaller, more versatile evolution of the MIMOBOT® collection, MIMOMICRO™ can be used as a USB flash drive with removable microSD memory cards, and also functions as a card reader to transport data between mobile phones, tablets, e-readers, digital cameras, mp3 players, and computers.

"We launched our company and initial product line at San Diego Comic-Con in 2005, and year after year we strive to bring pop-culture fans a higher level of excitement than the last," says Evan Blaustein, CEO of Mimoco. "With three SDCC exclusive MIMOBOTs, 15 additional MIMOBOTs, and the formal introduction of our first MIMOMICRO assortment of card readers in eight different characters, 2012 is sure to be our biggest and best year yet!"

Boasting three dimensional sculpted characters and the first in a series of vehicle designs, MIMOMICRO's cap-free design with flip-out USB plug also includes a built-in keychain and LED indicator light. Measuring a mere 1.6" H x 1.0" W in its compact form factor, MIMOMICRO lives up to its name.

First premiering in January at the Consumer Electronics Show, in Las Vegas, NV, MIMOMICRO is finally shipping around the world and is available online and in select retail stores. The first two MIMOMICRO series include designs from Star Wars and DC Comics. The Star Wars set includes Darth Vader, Yoda, C-3PO, Chewbacca, and the Millennium Falcon for the ability to go instantly from the light side to the dark side when you swap your microSD card between your Yoda and Darth Vader MIMOMICRO. The popular characters from the DC Comics MIMOMICRO series including designs of Batman, Superman and Wonder Woman. Need some Super Hero friends to help handle all your vacation photos? Swap your digital camera's microSD cards between Batman, Superman, and Wonder Woman, and never stop shooting.

Mimoco is also proud to ship their 'Countdown to Comic Con' assortment of 18 newest MIMOBOT designer USB flash drives in up to 64GB capacities and preloaded with exclusive series-themed Mimory™ content like the mimoDesk™ suite of screensavers, avatars, and wallpapers, mimoByte™ sound software that plays audio clips when MIMOBOT is plugged into a computer, and other bonus media like television episodes and digital comic books.

Teaming up with Hasbro, Mimoco is excited to introduce G.I. JOE X MIMOBOT drives, including COBRA COMMANDER MIMOBOT, SNAKE EYES MIMOBOT, and STORM SHADOW MIMOBOT, in addition to TRANSFORMERS X MIMOBOT Series 2, featuring STARScream and BUMBLEBEE.

From a galaxy far, far away comes...

[Star Wars MIMOBOT Series 8](#), featuring designs from Episode VI: Return of The Jedi including Slave Leia MIMOBOT, Jedi Luke MIMOBOT, Jabba the Hutt MIMOBOT, Admiral Ackbar MIMOBOT, and the joint Comic-Con & Star Wars Celebration VI exclusive, Biker Scout MIMOBOT in a run of 1,000 pieces.

Cartoon Network's Adventure Time X MIMOBOT Series

Bringing you lovable and adventure-addicted characters from one of the coolest animated series on the air, Adventure Time X MIMOBOT includes Finn MIMOBOT, Jake MIMOBOT, Princess Bubblegum MIMOBOT, and Comic-Con exclusive, Fionna MIMOBOT in a 500 unit run!

In partnership with Warner Bros. Consumer Products on behalf of DC Entertainment, the world's largest publisher of comic books, Mimoco is thrilled to introduce Superman x MIMOBOT, The Flash x MIMOBOT, and Batman™ "The Dark Knight Rises" MIMOBOT line featuring Batman and SDCC-exclusive Bane in a limited edition of 500.

All new products are available online at www.mimoco.com and at Mimoco's two San Diego Comic-Con booths (#4936 & #2913M) where Mimoco is also giving away free MIMOBOT-themed eco-friendly reusable tote bags with purchases.

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About Mimoco®

Boston-based design house Mimoco® fuses the art of contemporary characters with the functionality of personal data storage devices and is well known in both the pop-culture driven Art Toy underground and the high-tech electronic world. The MIMOBOT® and MIMOMICRO™ USB flash drive and card reader lines include original characters and licenses from Star Wars™, Hello Kitty®, Transformers®, and DC Comics®, to pop-artists like tokidoki®, David Horvath, and FriendsWithYou. MIMOBOT USB flash drives are available in up to 64GB capacities, are Mac and Windows compatible, and include preloaded bonus Mimory™ content. Learn more at www.mimoco.com.

About Warner Bros. Consumer Products

Warner Bros. Consumer Products, a Warner Bros. Entertainment Company, is one of the leading licensing and retail merchandising organizations in the world.

About DC Entertainment

DC Entertainment, home to iconic brands DC Comics (Superman, Batman, Green Lantern, Wonder Woman, The Flash), Vertigo (Sandman, Fables) and MAD, is the creative division charged with strategically integrating its content across Warner Bros. Entertainment and Time Warner. DC Entertainment works in concert with many key Warner Bros. divisions to unleash its stories and characters across all media, including but not limited to film, television, consumer products, home entertainment and interactive games. Publishing thousands of comic books, graphic novels and magazines each year, DC Entertainment is the largest English-language publisher of comics in the world. In January 2012, DC Entertainment, in collaboration with Warner Bros. and Time Warner divisions, launched We Can Be Heroes-a giving campaign featuring the iconic Justice League super heroes-to raise awareness and funds to fight the hunger crisis in the Horn of Africa.

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. © 2012 Hasbro, Inc. All Rights Reserved,

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About the author:

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