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Hundreds of Parachuting Action Figures Kick Off Annual G.I. Joe Convention in Atlanta

Convention Salutes 25th Anniversary of Iconic "G.I. JOE vs. COBRA" Storyline

ATLANTA--(BUSINESS WIRE)--Sept. 28, 2007--This weekend, more than 300 G.I. JOE figures -- all with working parachutes -- will "jump" from the top of one of the world's highest hotel atriums and sail 47 stories (nearly 500 feet) to the ground as hundreds of G.I. JOE enthusiasts witness the incredible spectacle.

The aerial stunt on Friday, Sept. 28 marks the official opening of the 14th annual Hasbro International G.I. JOE Collector's Convention, hosted by the G.I. JOE Collector's Club and Hasbro, Inc. For three days, hundreds of G.I. JOE fans will meet at the Atlanta Marriott Marquis Hotel to participate in events and activities that celebrate the toy line's nearly 45-year history with a special emphasis on the 25th Anniversary of the G.I. JOE vs. COBRA storyline. Fans are also gathering in anticipation of the live action G.I. JOE movie due out from Paramount Pictures in 2009.

"In 1982, Hasbro introduced kids to the G.I. JOE vs. COBRA saga with a line of 3 3/4-inch scale action figures, which quickly became one of the most memorable toy lines of the 1980s," said Michael Ritchie, Director of Marketing of Hasbro's G.I. JOE brand. "In the past 25 years, G.I. JOE vs. COBRA has inspired comic books, animated television series and more than 500 fully articulated and fully poseable action figures."

Additionally, this year's convention goers will have the opportunity to interact with special guest, wrestler "Rowdy" Roddy Piper as he becomes an honorary member of the COBRA forces. Attendees will be able to purchase an exclusive, limited-edition "Rowdy" Roddy Piper 3 3/4-inch scale action figure. Piper, winner of more than 38 professional wrestling titles and more than 7,000 professional matches, will also participate in panels and sign autographs on Saturday during the convention.

"Each year, this convention provides G.I. JOE fans from across the nation and around the world an opportunity to come together and revel in their passion for one of the most well-known toy lines ever created," said Brian Savage, Director of the G.I. JOE Collectors' Club.

For those not pre-registered for the convention, general admission tickets are available for \$10 for adults and \$5 for children, which provides access to the showroom on Saturday, Sept. 29 from 10 a.m. to 5 p.m., and on Sunday, Sept. 30 from 9:30 a.m. to 3:30 p.m.

Hasbro officials inaugurated the G.I. JOE Collectors' Convention in 1994 to bring collectors, fans and the G.I. JOE team together to share in the history of the brand. The annual event attracts hundreds of people for G.I. JOE-related presentations and activities, along with buying, selling and trading rare and vintage G.I. JOE action figures.

Hasbro (NYSE: HAS) is a worldwide leader in children's and family leisure time entertainment products and services, including the design, manufacture and marketing of games and toys ranging from traditional to high-tech. Both internationally and in the U.S., its PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, TIGER and WIZARDS OF THE COAST brands and products provide the highest quality and most recognizable play experiences in the world.

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