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Hasbro Deploys New G.I. JOE Toys Prior to G.I. JOE: The Rise of Cobra Landing in Theaters on August 7th

World's First Action Figure Becomes Movie Blockbuster Franchise in 2009 and New Toys Based on Iconic Brand Hit Shelves This Weekend

PAWTUCKET, R.I.--(BUSINESS WIRE)--Jul. 10, 2009-- Paramount Pictures and Hasbro, Inc. (NYSE: HAS) have reunited to create another worldwide blockbuster franchise, this time featuring the action, adventure, and characters from the legendary "G.I. JOE VS. COBRA" saga. Hitting U.S. theaters on August 7, 2009, *G.I. JOE: The Rise of Cobra*, from Paramount Pictures and Spyglass Entertainment, in association with Hasbro, focuses on an elite G.I. JOE team that uses the latest in next-generation spy and military equipment to fight the corrupt arms dealer DESTRO and growing threat of the mysterious COBRA organization. New G.I. JOE toys are hitting shelves at major toy retailers nationwide this weekend in anticipation of the movie's release.

Hasbro created the action figure category in 1964 when it launched its G.I. JOE toy line. Over the course of its 45-year history, the brand has evolved delivering different adventures to generations of kids. The popular "G.I. JOE VS. COBRA" saga, which the movie and upcoming toy line are based on, originated in the early 1980s and followed the heroic G.I. JOE team as they battled the menacing COBRA organization. This era of G.I. JOE featured 95 TV episodes and 155 comic books in just the first series alone and has since produced over 450 distinct pieces of G.I. JOE content, including such memorable characters as DUKE, SNAKE EYES, SCARLETT, the BARONESS and STORM SHADOW; names that will be synonymous with action and adventure again in 2009 as the G.I. JOE VS. COBRA fantasy is reinvented for a new generation.

Hasbro's 2009 G.I. JOE toy line allows fans of all ages to capture the excitement of the live-action movie and recreate it in their own homes. With dozens of first-class action figures that resemble their on-camera characters, the figures can navigate several awesome vehicles from the film, including jets, tanks, and other all-terrain vehicles, some featuring lights, sounds, and hidden weapons systems. The toy line also includes the ultimate G.I. JOE play set based on the PIT – the fortress headquarters for the G.I. JOE team – which features a multi-level, expandable set equipped with sounds and moving elevator. And for those wanting to engage in role-play fun, Hasbro offers the SNAKE EYES ROLE PLAY SET, which includes a mask, throwing stars, and a SNAKE EYES signature Katana sword.

Additionally, consumers can "join the G.I. JOE team" and have a chance to win a one-of-a-kind action figure in their likeness by creating their own G.I. JOE action figure avatar through an online promotion by visiting www.GIJOE.com. This website is also full of information about the new toy line as well as interactive features highlighting the forty-five year history of this classic brand.

Yo JOE!

Product highlights from the 2009 *G.I. JOE: The Rise of Cobra* movie line includes the following:

G.I. JOE MOVIE 3-3/4-INCH MOVIE FIGURES

(Approximate retail price: \$7.99; Ages: 4 & up; Available: Now)

The first-ever live-action G.I. JOE movie won't hit theaters until August 2009, but you don't need to wait until then to see the stars from the movie cast as G.I. JOE characters. G.I. JOE invented the action figure category 45 years ago, and the movie-line 3 ¾-inch action figures continue this great legacy. All figures are sculpted to match their on-screen counterparts, including Sienna Miller as BARONESS, and Channing Tatum as DUKE. Figures come with high-tech gear and projectile launchers, allowing for play among multiple waves that are set to be released throughout the summer of 2009.

G.I. JOE MOVIE PIT PLAY SET

(Approximate retail price: \$99.99; Ages: 4 & up; Available: Now)

Prepare for battle in the first-ever play set that recreates the fortress headquarters for G.I. JOE. Known throughout the G.I. JOE comics, animated series and now live-action movie as the underground command center of the G.I. JOE team, The Pit serves as the characters' training facility, living quarters and heavy equipment storage facility. The state-of-the-art expandable multi-level play set is equipped with sounds, an elevator and much more. It even includes an exclusive 3-¾-inch General Hawk figure (not obtainable anywhere else) to begin the recruitment of your very own G.I. JOE team.

G.I. JOE MOVIE NIGHT RAVEN VEHICLE

(Approximate retail price: \$39.99; Ages: 4 & up; Available: Now)

Based on the iconic jet from the 1980s and playing a big role in the upcoming movie, the COBRA NIGHT RAVEN comes fully loaded, with an array of engines, weapons, lights and sounds. The largest vehicle in the entire new G.I. JOE vehicle series, this jet also features a pump action "Lock and Load" system that readies the missiles for attack. Manning the controls in this ultimate G.I. JOE movie vehicle is a 3-¾-inch Air-Viper figure.

G.I. JOE MOVIE VEHICLES ALPHA ASSORTMENT

(Approximate retail price: \$15.99; Ages: 4 & up; Available: Now)

These are the smallest and most covert of the G.I. JOE vehicles made for the 3-¾-inch movie figures. Outfitted with universal projectiles and launchers and a surprise attack feature, these stealth vehicles also come with a realistic articulated driver that will help guide you through your action-packed adventures.

G.I. JOE MOVIE VEHICLES BRAVO ASSORTMENT

(Approximate retail price: \$24.99; Ages: 4 & up; Available: Now)

This collection recreates the larger vehicles from the upcoming G.I. JOE movie. Each represents the most technologically advanced vehicles in the G.I. JOE vs. COBRA arsenal and is equipped with a hidden reveal weapons system. Designed to traverse a wide range of terrains, each vehicle comes with an action figure to help steer your squadron to victory.

G.I. JOE MOVIE 12-INCH NINJA FIGURES

(Approximate retail price: \$22.99; Ages: 4 & up; Available: Now)

With all the stealth of a ninja come the 12-inch versions of SNAKE EYES and STORM SHADOW, two of the most feared and respected characters in the G.I. JOE vs. COBRA saga. The deluxe expressions of these iconic movie figures include weapons, soft goods and battle actions that activate electronic sounds – a must for all ninja warriors in training.

G.I. JOE MOVIE 12-INCH CHARACTER FIGURES

(Approximate retail price: \$15.99; Ages: 4 & up; Available: Now)

Inspired by the original 12-inch G.I. JOE figures from the 60s and 70s, the 12-inch movie character figures are highly articulated and feature weapons and apparel that match the characters from the film.

G.I. JOE MOVIE ACCELERATOR SUIT DUKE

(Approximate retail price: \$69.99; Ages: 5 & up; Available: Now)

This unique figure captures the spirit of the G.I. JOE team leader and all of the technology needed to fight the COBRA forces. The ACCELERATOR SUIT DUKE figure comes equipped with the armored accelerator suit that DUKE wears during a soon-to-be-classic scene from the upcoming G.I. JOE movie. When activated using an easy hand grip control, DUKE simulates his accelerator running motion, with motorized head, torso and arm movements as well as lights and speech with more than 50 phrases. With the ACCELERATOR SUIT DUKE figure, kids will be able to "run" with DUKE and play out their favorite scenes from the movie or create their own new G.I. JOE missions.

G.I. JOE MOVIE SNAKE EYES ROLE PLAY SET

(Approximate retail price: \$24.99; Ages: 5 & up; Available: Now)

Gear up and get ready to take on the role of everyone's favorite Ninja from the G.I. JOE team. With the SNAKE EYES katana-style sword, which features special lights, sounds and a secret dart launcher hidden in the handle and SNAKE EYES mask, kids can play the part of their Ninja hero.

G.I. JOE MOVIE TOUGH TROOPERS

(Approximate retail price: \$22.99; Ages: 4 & up; Available: Now)

Tough enough for any G.I. JOE in training, the trooper figures are perfect for crash and bash play. Each figure has lights, fighting action sounds, and arm slashing action.

About HASBRO

Hasbro, Inc. (NYSE:HAS) is a worldwide leader in children's and family leisure time products and services with a rich portfolio of brands and entertainment properties that provides some of the highest quality and most recognizable play and recreational experiences in the world. As a brand-driven, consumer-focused global company, Hasbro brings to market a range of toys, games and licensed products, from traditional to high-tech and digital, under such powerful brand names as TRANSFORMERS, PLAYSKOOL, TONKA, MILTON BRADLEY, PARKER BROTHERS, CRANIUM and WIZARDS OF THE COAST. Come see how we inspire play through our brands at <http://www.hasbro.com>. © 2009 Hasbro, Inc. All Rights Reserved.

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