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This Summer's Biggest Action Movie Hero Parachutes into Kansas City

16th Annual International G.I. JOE Convention features Action Figure Parachute Drop, Special Guests from the Movie and Thousands of Rare and Vintage G.I. JOE Figures

KANSAS CITY, Mo.--(BUSINESS WIRE)--Aug. 12, 2009-- Over 300 12-inch, parachute-equipped, G.I. JOE action figures will be taking a plunge off a 42-story Kansas City hotel roof and soar over 500 feet to the ground as an army of G.I. JOE enthusiasts cheer at the incredible spectacle.

The parachute jump, at 10:30 AM on Friday, August 14, 2009, at the Hyatt Regency Crown Center, marks the official opening of the 16th annual Hasbro International G.I. JOE Collectors' Convention hosted by the G.I. JOE Collectors' Club and Hasbro, Inc. (NYSE: HAS). Attendees should arrive at the convention around 10:00 AM to ensure they don't miss this amazing aerial stunt. For three days, thousands of G.I. JOE fans will meet at the Hyatt Regency to participate in events and activities that celebrate the brand's 45-year history — with a special emphasis on the G.I. JOE vs. COBRA saga, the premise of this summer's live action movie, *G.I. JOE: The Rise of Cobra*, from Paramount Pictures and Spyglass Entertainment, in association with Hasbro.

"We are excited to bring the fan convention and rich history of G.I. JOE to Kansas City during such a monumental year for the brand," said Michael Ritchie, Global Brand Strategy and Marketing Director, G.I. JOE. "Attendees are going to participate in a weekend packed with G.I. JOE fandom as well as the latest and greatest from the G.I. JOE brand including activities and guests related to the live-action movie and new toy line."

This year's convention will feature a very special guest from G.I. JOE: The Rise of Cobra: actor Adewale Akinnuoye-Agbaje, who plays HEAVY DUTY, known for his television roles including Mr. Eko in LOST. Also in attendance will be some of the original G.I. JOE creators from the 1960s and 1980s, industry guests, artists and, of course, the Hasbro

G.I. JOE brand and design team. Additionally, the first 100 children, 12 years old and younger, through the doors on Saturday morning will be given a free G.I. Joe toy.

"With all of the excitement surrounding the movie, this convention is an event that all G.I. JOE fans should not miss," said Brian Savage, Director of the G.I. JOE Collectors' Club. "We invite families, kids, and kids-at-heart from the Kansas City area to join us at the convention on Saturday and Sunday alongside the die-hard G.I. JOE fans who will travel from all over the world to attend."

The convention is being held at the Hyatt Regency Crown Center located at 2345 McGee Street in Kansas City, Missouri. General admission tickets are available at the door, \$12 for adults and \$8 for children ages 5-12 (free child's admission with a paid adult), and is always free for those 4 and under. General Admission tickets provide access to the showroom on Saturday, August 15th from 10 a.m. to 5 p.m., or on Sunday, August 16th from 9:30 a.m. to 3:30 p.m. Additional details and pre-registration information can be found at gijoecon.com, or by calling (817) 448-9863.

Hasbro 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 thousands of people for G.I. JOE-related presentations and activities, along with buying, selling and trading rare and vintage G.I. JOE action figures.

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,

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