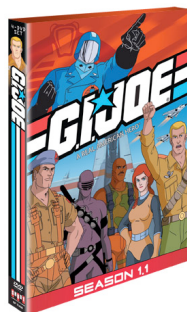




For Immediate Release

Relive the Heroic Struggle of the G.I. JOE vs. COBRA Saga



G.I. JOE: A REAL AMERICAN HERO SEASON 1.1 **JOIN THE ACTION ON DVD JULY 21ST FROM SHOUT! FACTORY**

***PRODUCTION NOW UNDERWAY FOR
G.I. JOE: A REAL AMERICAN HERO
THE COMPLETE SERIES COLLECTOR'S SET***

YO JOE! Since 1982, DUKE, SNAKE EYES, SCARLETT and the rest of the G.I. JOE team have battled against the evil forces of COBRA to stop their bid for world domination with the creation of The M.A.S.S. DEVICE. Since then, the G.I. JOE team has faced COBRA COMMANDER, DESTRO, STORM SHADOW and the rest of the COBRA organization in head-to-head action to protect the free world from their rule. More than 25 years later, G.I. JOE has built a strong fan base of loyal followers in children and adults alike, launching countless collectible toys, comic books, animated series and an upcoming feature film.

Now you can relive the original animated action when Shout! Factory, in collaboration with Hasbro, Inc., unleashes the TV series that started it all with the ***G.I. JOE: A Real American Hero Season 1.1*** DVD box set on **July 21, 2009**. A must-have for any aspiring hero, the 4-DVD box set features the first 22 episodes, including the three 5-part mini-series *The M.A.S.S. Device*, *The Revenge of Cobra* and *The Pyramid of Darkness*. It also features a special SNAKE EYES and STORM SHADOW tattoo from the Arashikage ninja clan and other exciting bonus content. *G.I. JOE: A Real American Hero Season 1.1* DVD box set is priced at \$29.99 SRP.

And for those who really can't get enough of G.I. JOE, Shout! Factory, along with Hasbro, is developing ***G.I. JOE: A Real American Hero The Complete Series Collector's Set***. Brimming with over 50 hours of content, including the original Hasbro toy commercials, a bounty of stellar extras and special Arashikage and Cobra tattoos, this 17-DVD box set is another fan must-have. The ***G.I. JOE: A Real American Hero The Complete Series Collector's Set*** is expected to be available in mid July.

G.I. JOE: A REAL AMERICAN HERO SEASON 1.1

Synopsis

G.I. JOE is an elite group of special operatives, fighting for freedom wherever there's trouble. In this animated series based on characters from Hasbro's popular line of 3 3/4" action figures, the G.I. JOE team will stop at nothing to defeat COBRA – an enemy with the singular goal of world domination!

Bonus Features Include:

- “Knowing is Half the Battle” PSAs
- “Looking Back” with writer Ron Friedman
- Archival Hasbro toy commercials
- G.I. JOE's original 1963 Toy Fair presentation
- Printable script for “Jungle Trap”

Technical Information

Street Date: July 21, 2009

Packaging: The 4 DVDs are collected in thin packs with a deluxe foil board sleeve with embossed accents. For a limited time, the DVD set will include rub-on tattoos.

Rating: Not Rated

Suggested Retail Price: \$29.99

DVD Selection Number:

Running Time: Approx. 480 min.

Discs: 4

Aspect Ratio: 4:3

Technical Info: English, Stereo.

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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 G.I. JOE, 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>. (C) 2009 Hasbro, Inc. All Rights Reserved.

About Shout! Factory

Shout! Factory is a diversified entertainment company devoted to producing, uncovering and revitalizing the very best of pop culture. Founders Richard Foos, Bob Emmer and Garson Foos have spent their careers sharing their music, television and film faves with discerning consumers the world over. Shout! Factory's DVD offerings serve up classic, contemporary and cult TV series, riveting sports programs, live music, animation and documentaries in lavish packages crammed with extras. The company's audio catalogue boasts GRAMMY®-nominated boxed sets, new releases from storied artists, lovingly assembled album reissues and indispensable “best of” compilations. These riches are the result of a creative acquisitions mandate that has established the company as a hotbed of cultural preservation and commercial reinvention. Shout! Factory is based in Santa Monica, California. For more on Shout! Factory, visit www.shoutfactory.com.