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## HASBRO LAUNCHES NEW G.I. JOE TOY LINE TO CELEBRATE “30 YEARS OF G.I. JOE: A REAL AMERICAN HERO”

PAWTUCKET, R.I. (February 2011) – After nearly three decades, the G.I. JOE vs. COBRA battle rages on and legions of fans couldn't be happier. When the fight between these two foes commenced in the early 1980's – as G.I. JOE: A REAL AMERICAN HERO – it brought the world's first action figure to life for a whole new generation of fans. To celebrate this milestone, [Hasbro](#) (NASDAQ: HAS) is introducing new and updated versions of many fan-favorite characters, vehicles, and play patterns from the past 30 years. Hasbro's 2011 G.I. JOE line will include the re-launch of 12" A REAL AMERICAN HERO figures, re-imagined versions of classic 3.75" figures and vehicles, and new characters from “G.I. Joe Renegades,” the hit animated series that premiered on the Hub last Fall.

Hasbro invented the action figure category when it launched its G.I. JOE brand more than 45 years ago. The 2011 G.I. JOE line of action figures and vehicles lives up to that legacy with new sculpts showcasing favorite G.I. JOE and COBRA characters. Fans will love adding the new STORM SHADOW, FLINT, and SCARLETT figures, among many others, to their collections and kids will enjoy the characters from the “G.I. Joe: Renegades” program showing up in action figure form.

The brigade of 3.75" figures will have iconic vehicles to add to their arsenal, including a new version of the iconic H.I.S.S. tank and the SKYSTRIKER JET. The original SKYSTRIKER JET, released early in the G.I. JOE vs. COBRA series, has been at the top of fans' wish lists since it was discontinued in the mid 1980's. It will come with a 3.75" pilot to help navigate G.I. JOE through treacherous COBRA territory. Also, debuting is the BLACK DRAGON Vertical Take-Off and Landing (VTOL) aircraft taken directly from the new programming.

Firefighter. Police officer. National Guardsman. Marine. These are all actual *real-life* heroes and Hasbro knows how important real heroes are for kids of all ages. So to help honor the heroes we see and hear about every day, Hasbro has created the 12" A REAL AMERICAN HERO action figure assortment for its 2011 G.I. JOE line. Each figure will have the distinct look of G.I. JOE and will come with authentic gear and apparel to represent both military and civil forces.

The 12" line recruits one final figure to its 2011 ranks: the 12" U.S. Army Paratrooper. This figure will come equipped with a working parachute, gear insignia, and accessories.

Yo Joe!

### ***G.I. JOE products available in 2011***

#### **G.I. JOE 3.75" Action Figures**

(Approximate retail price: \$6.99; Ages: 4 & up; Available: Summer 2011)

To celebrate the past 30 years of G.I. JOE, the 2011 G.I. JOE 3.75" Action Figures lineup features a variety of favorite characters from the legendary saga, including FLINT, DUKE, STORM SHADOW, and SGT. STALKER. In addition, new characters from “G.I. Joe Renegades” feature the color and weaponry from the animated show. All figures come equipped with a personal arsenal of weapons and gadgets. Each figure sold separately.

#### **G.I. JOE 12" REAL AMERICAN HERO Action Figure Assortment**

(Approximate retail price: \$19.99; Ages: 5 & up; Available: Summer 2011)

Each of the real-life heroes in this line of 12" figures is inspired by heroes we see everyday – Firefighter, Police officer, National Guardsman, and Marine. The most realistic representation of these heroes, each figure has incredible detail from authentic uniforms to weapons. The figures, which are sold separately, come with authentic gear and accessories.

### **G.I. JOE 12" U.S. Army Paratrooper**

(Approximate retail price: \$24.99; Ages: 5 & up; Available: Summer 2011)

New to the 12" G.I. JOE line is the U.S. Army Paratrooper. The highlight of the 12" figure collection, this figure comes equipped with a working parachute, authentic uniform and gear insignia, and a full array of accessories.

### **G.I. JOE SKYSTRIKER JET WITH FIGURE**

(Approximate retail price: \$29.99; Ages: 4 & up; Available: Summer 2011)

The original SKYSTRIKER JET, released early in the G.I. JOE vs. Cobra series, has been at the top of fans' wish lists since it was discontinued in the mid 1980's. This SKYSTRIKER has wings that sweep in and out and working landing gear. It will also come with a 3.75" pilot to help navigate G.I. JOE through treacherous COBRA territory.

### **G.I. JOE 3.75" MID-SIZE VEHICLES**

(Approximate retail price: \$19.99; Ages: 4 & up; Available: Now)

These mid-size vehicles represent the most technologically advanced vehicles in the G.I. JOE vs. COBRA arsenal, including an updated version of the H.I.S.S. Tank, the iconic vehicle from the 1980s. The H.I.S.S. is equipped with a hidden reveal weapons system and is designed to traverse a wide range of terrains. This assortment will also pay tribute to the "G.I. Joe Renegades" series with the BLACK DRAGON VTOL aircraft. All vehicles come with a 3-3/4-inch action figure to help steer your team to victory.

[Hasbro, Inc.](http://www.hasbro.com) (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, video games and a comprehensive licensing program, Hasbro strives to delight its customers through the strategic leveraging of 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 Hub, Hasbro's multi-platform joint venture with Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) launched on October 10, 2010. The online home of The Hub is [www.hubworld.com](http://www.hubworld.com). The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

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