

FOR IMMEDIATE RELEASE

***INDIANAPOLIS SAYS “YO JOE!” AND WELCOMES THE 19th ANNUAL
G.I. JOE CONVENTION***

G.I. Joe Con 2013 Kicks Off with Hundreds of Paratrooper KRE-O G.I. JOE KREON Figures

Indianapolis – March 28th, 2013 – Fun Publications, Inc., licensee for Hasbro’s official G.I. JOE Collectors’ Convention, G.I. Joe Con, is pleased to announce that this year’s premier G.I. JOE fan event will kick-off in true G.I. JOE fashion as hundreds of KRE-O G.I. JOE KREON figures are launched from the Indiana Government Center Garage (north side) at 10:30 am ET Friday, April 5, 2013. The KRE-O G.I. JOE KREON figures are an all-new offering from Hasbro and are available exclusively at Toys“R”Us stores nationwide and online at Toysrus.com. All media outlets are invited to cover this fantastic kick-off event (registered convention attendees only), which is just one of the many festivities being held at the JW Marriott on April 5-7, 2013, in the great city of Indianapolis.

The first week in April, pop culture enthusiasts from around the world will be heading to G.I. Joe Con 2013 to take part in a range of activities, which include: shopping in the largest G.I. JOE centric showroom in the U.S. featuring exclusive G.I. JOE toys, meeting special guests, participating in contests and attending various G.I. JOE collecting panels.

Convention special guests include the legendary G.I. JOE comic writer Larry Hama, former Hasbro Marketing Manager Kirk Bozigian and the voices behind G.I. JOE characters from the classic 1980’s animated series including LADY JAYE (Mary McDonald-Lewis) and FLINT (Bill Ratner).

General Admission for local guests (general public) will be available on Saturday, April 6, and Sunday, April 7, with tickets at the door: \$15 adults, \$10 Children under 13 (4 and under are free).

For more information for G.I. Joe Con and all activities, and exclusive figure offerings, please visit GIJoeCon.com. Press inquiries to attend the KRE-O G.I. JOE kick-off event, please contact Pete Sinclair, pete@funpubinc.com.

About Fun Publications, Inc.

For nearly 20 years, Fun Publications, Inc. has been a Hasbro licensee offering fans and collectors of pop culture memorabilia news, exclusive product and family events through different print offerings, websites, collector clubs and brand specific conventions such as GIJoeCon and BotCon. Located in Fort Worth Texas, Fun Publications reaches a large audience, serving the United States and many other countries such as Japan, Great Britain, Brazil, Australia and Canada. For more information visit TransformersClub.com, GIJoeClub.com, GIJoeCon.com, and BotCon.com. BotCon is a registered trademark of Fun Publications, Inc. (C) 2013 Fun Publications, Inc. All rights reserved.

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Hasbro, Inc. (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, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative, 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 Company's Hasbro Studios develops and produces television programming for markets around the world. The Hub TV Network is part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), in the U.S. Through the Company's deep commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world for future generations and to positively impact the lives of millions of children and families every year. It has been recognized for its efforts by being named one of the "World's Most Ethical Companies" and is ranked as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at www.hasbro.com. © 2013 Hasbro, Inc. All Rights Reserved.

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