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FOR IMMEDIATE RELEASE

Hasbro, Inc.'s Charity Premiere of "G.I. JOE: The Rise of Cobra" a Blockbuster Event

Hasbro Children's Hospital and Bradley Hospital Benefit from the Sold-out Fundraiser

PAWTUCKET, R.I. (August 3, 2009) – "G.I. JOE: The Rise of Cobra" was screened today to a sold out crowd of nearly 500 people who gathered to see the iconic G.I JOE brand come to life, while also raising money for two of Rhode Island's leading children's hospitals - Hasbro Children's Hospital and Bradley Hospital. The charity premiere, hosted and underwritten by Hasbro, Inc. (NYSE: HAS), raised more than \$30,000 to support special child focused programs at the two children's hospitals.

"We were thrilled to give Rhode Islanders an early look at "G.I. JOE: The Rise of Cobra" while at the same time giving them an opportunity to generate funds for two health care institutions close to their hearts," said Brian Goldner, president and chief executive officer of Hasbro, Inc., and the film's producer. "Hosting the Hasbro charity premiere in Rhode Island made perfect sense since the birth of the G.I. JOE brand began right here 45 years ago."

The charity premiere, held at the Showcase Cinemas in Warwick, R.I., gave guests an opportunity to mingle with director Stephen Sommers, producer Lorenzo di Bonaventura and actress Rachel Nichols, who plays "SHANA 'SCARLETT' O'HARA." Guests also received a special bag filled with G.I. JOE themed gifts and other Hasbro collectibles.

Hasbro, Inc. underwrote the entire cost of the evening's activities with 100 percent of the ticket sales going directly to the hospitals. By helping to maximize the funds raised for Hasbro Children's Hospital and Bradley Hospital, Hasbro, Inc. continues its long history of helping children triumph over critical life obstacles with its philanthropic support. Hasbro Inc., through its gifts of hope, play and a helping hand, supports national and international philanthropic partners, cause marketing initiatives and Team Hasbro, the company's employee volunteer program. Locally they support a wide range of children's charities.

For Hasbro Children's Hospital and Bradley Hospital, the proceeds from the charity premiere will allow each institution to continue to enhance critical services for patients.

"Hasbro Children's Hospital has received tremendous support from Hasbro Inc., since our doors first opened in 1994," said Robert Klein, M.D., pediatrician-in-chief of Hasbro Children's Hospital. "This G.I. JOE movie event will help us continue the programs and services that make Hasbro Children's Hospital the premier pediatric facility for Rhode Island and the surrounding southeastern New England community."

"We're honored to be a part of such an exciting event and are deeply grateful to Hasbro, Inc., and the community for their ongoing support of Bradley Hospital," said Daniel J. Wall, president and chief executive officer, Bradley Hospital. "The funds raised from this premiere, along with the recent opening of our new, state-of-the-art inpatient facility, will enable us to continue providing world-class mental health care to the thousands of children and families who seek our help each year."

"G.I. JOE: The Rise of Cobra" will appear in theaters nationwide on August 7th, 2009. For more information about "G.I. JOE: The Rise of Cobra," visit www.gijoemovie.com or www.gijoe.com.

About "G.I. JOE: The Rise of Cobra"

Paramount Pictures and Hasbro, whose previous collaboration was the worldwide blockbuster "TRANSFORMERS," join forces with Spyglass Entertainment for another extraordinary action-adventure "G.I. Joe: The Rise of Cobra." From the Egyptian desert to deep below the polar ice caps, the elite G.I. Joe team uses the latest in next-generation spy and military equipment to fight the corrupt arms dealer Destro and the growing threat of the mysterious Cobra organization to prevent them from plunging the world into chaos. "G.I. Joe: The Rise of Cobra" is directed by Stephen Sommers ("The Mummy," "The Mummy Returns").

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. Hasbro's philanthropic efforts reflect this mission by providing gifts of "hope, play, and a helping hand" through the Hasbro Children's Fund and other initiatives aimed to help children worldwide. Come see how we inspire play through our brands at <http://www.hasbro.com>. (C) 2009 Hasbro, Inc. All Rights Reserved

About Paramount Pictures Corporation

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NYSE: VIA, VIA.B), a leading content company with prominent and respected film, television and digital entertainment brands. The company's labels include Paramount Pictures, Paramount Vantage, Paramount Classics, MTV Films and Nickelodeon Movies. PPC operations also include Paramount Digital Entertainment, Paramount Famous Productions, Paramount Home Entertainment, Paramount Pictures International, Paramount Licensing Inc., Paramount Studio Group, and Worldwide Television Distribution.