



Media Contact:

Sam Schoemann
Titmouse Inc.
sams@titmouse.net
323.466.7800

TITMOUSE INC. ANNOUNCES COLLABORATION WITH HASBRO FOR ONLINE AND BROADCAST PREMIERE OF *G.I. JOE: RESOLUTE* ANIMATED SERIES

Episodes Of Highly Anticipated Series to Air Online Leading Up to Broadcast Finale on Adult Swim

(Hollywood, CA) – April 20, 2009 – Titmouse, Inc. announced today its collaboration with Hasbro on *G.I. Joe: Resolute*, an animated, adult-fan oriented mini-series, which will be broadcast via Cartoon Network’s Adult Swim on television as well as online. Based on the classic G.I. JOE brand, the team created 60 minutes of original content for this story, which will be presented as 11 episodes.

Beginning on April 17, fans will be able to see the first five minutes of the brand new, stand-alone animated mini-series on AdultSwim.com. These episodes are broken down to ten 5-minute episodes and one 10-minute finale. Following the first episode on April 17, subsequent installments will be posted on the Adult Swim website leading up to a full presentation of the entire series. This finale will be broadcast on Adult Swim April 25 at midnight. This televised event will not only feature all episodes seen online, but will be the first time fans can watch the final 10 minutes of the *G.I. Joe: Resolute* saga. All episodes, including the finale, will be available to view online after this airing.

G.I. Joe: Resolute received standing ovations at the G.I. JOE Convention, “JoeCon,” and San Diego Comic-Con in 2008 where sample clips were previewed. Since then, fans have eagerly been awaiting the announcement of air-dates for the series.

“Hasbro said they wanted to create an edgier, cooler version of G.I. JOE for the dudes that grew up watching the 80’s TV show. We at Titmouse, being the guys that grew up watching the 80’s TV show, quickly wiped the drool from our chins and yelled ‘we’re in!’ ” said Keith Fay, Vice President and Creative Director for Titmouse Inc.

Titmouse developed the animation in association with Hasbro and executive producer Sam Register. Leading the Titmouse creative team was Joaquim Dos Santos, a veteran animation director, who worked closely with award-winning comic writer Warren Ellis, who penned the entire series. The result is a project with an edgy, intense feel, which will feature the most popular characters in the G.I. JOE vs. COBRA canon. Iconic characters such as Duke, Snake Eyes, Scarlett and Roadblock will do battle with Cobra Commander, Destro, Baroness and Storm Shadow.

"Creating *G.I. Joe: Resolute* was quite literally a childhood dream come true," said Dos Santos. "As we began development on this project the first thing I did was bring in all my old toys and set them up around my office so that whenever I found myself a little short on inspiration all I had to do was look up at my original H.I.S.S. Tank or Sky Striker and immediately I was hit with a wave of nostalgia, which in turn, sparked the same fire that drove me as a kid to draw page after page in my notebook of Storm Shadow vs. Snake Eyes or Duke vs. Cobra Commander."

About Titmouse Inc.

Titmouse is a full service animation studio located in Hollywood, California. The Company specializes in traditional animation using the latest in state-of-the-art digital techniques. In existence for just over five years, the studio has already produced a string of high profile, highly successful projects ranging from broadcast and cable television, to feature film, national commercial advertising campaigns and well known TV and film main title sequences. In addition to production, Titmouse has harnessed a cutting-edge creative team with many collective years of success to create and develop an aggressive slate of original projects that span all media platforms. For more information visit www.titmouse.net.

About Hasbro, Inc.

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. Come see how we inspire play through our brands at <http://www.hasbro.com>. (C) 2009 Hasbro, Inc. All Rights Reserved.

#