



Hasbro and Epic Games Launch Snake Eyes Outfit and Action Figure

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Iconic G.I. JOE Ninja Commando Appears as Hasbro's First Character Integration with Fortnite

Hasbro, Inc. today announced a collaboration with Epic Games to introduce its first-ever character integration with Fortnite as a special Snake Eyes Outfit comes to the game, facilitated by IMG. In celebration of the in-game debut of the fan-favorite G.I. JOE character, Hasbro and Epic Games are also teaming up to release a Fortnite x G.I. Joe Collab Snake Eyes: Zero Point Edition figure available exclusively on Hasbro Pulse for fans aged 16 and older in the U.S. and Canada.

Fortnite is the completely free multiplayer game where you and your friends collaborate to create your dream Fortnite world or battle to be the last one standing. Fortnite and its Battle Royale and Creative modes are free and available on PC, Mac, PlayStation 4, Xbox One, Switch and Android. Players will be able to access the Snake Eyes Outfit in the Fortnite Item Shop for 1800 V-Bucks starting Saturday, January 30 at 7 p.m. EST to jump into action as the natural-born fighter. With a design true to the original G.I. JOE ninja-commander hybrid, the Outfit will also include the character's signature katana as a Pickaxe unsheathed and as Back Bling while sheathed. The Snake Eyes Outfit will be available in the in-game shop for a limited time.



Hasbro and Epic Games have also unveiled an all-new, special release Fortnite x G.I. Joe Collab Snake Eyes: Zero Point Edition figure to celebrate the premiere of the Snake Eyes Outfit. The highly detailed 6-inch action figure features more than 20 points of articulation and premium packaging, as well as 10+ accessories inspired by Fortnite and the rich history of the Snake Eyes character. The Fortnite x G.I. Joe Collab Snake Eyes: Zero Point Edition figure (MSRP: \$39.99) is available for pre-order on [Hasbro Pulse](#) for fans aged 16 and older in the U.S. and Canada on Saturday, January 30 at 7 p.m. EST, coinciding with the Outfit release.

"G.I. JOE and Fortnite have both solidified their place in pop culture with massive, global fan bases, and we are beyond excited to bring these worlds together for the first time as Fortnite welcomes Snake Eyes, one of the most popular and mysterious members of team G.I. JOE," said Adam Biehl, SVP & GM, Action Brands at Hasbro, Inc. "We're always looking for opportunities to reach fans in new ways, and this collaboration with Epic Games to bring fans the Snake Eyes Outfit and action figure is yet another exciting evolution for the brand. Where ever there's trouble, G.I. JOE is there – and that includes joining the amazing adventure in Fortnite."



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