PSYCHE-OUT. The code name used by U.S. Army Captain Kenneth D. Rich. Rich was born in San Francisco and attended nearby Berkeley, where he got his degree in psychology. He worked on various research projects involving the use of low frequency radio waves to induce paranoia. Upon his enlistment in the Army he was posted to Fort Bragg's Deceptive Warfare Center where he continued his research and occasionally served as a social services counselor. Psyche-Out later joined the G.I. Joe team, bringing along his knowledge of psychological warfare and served as the team's resident psychologist.

When Psyche-Out first arrived at the Joes' headquarters in Utah, he and Chuckles became suspicious when the secret underground construction of the Pit was hidden from them. They learned that nothing sinister was going on after they were given full security clearance. Not long after joining the team, Psyche-Out cleared Snake-Eyes and Scarlett of any wrongdoing in the illegal rescue of a group of Joes from a Borovian gulag. Though the Joes knew they faked their own death by pretending to be killed by an exploding landmine, Psyche-Out (with some gentle nudging from Hawk) reported that the two Joes temporarily lost their senses due to the landmine blast. Some time later, Psyche-Out was stuck in the nation of Sierra Gordo with Hawk and Roadblock after the country's civil war complicated the Joes' rescue of an American ambassador. During the closing battle of the Cobra civil war, Psyche-Out commanded a team of reinforcements to help the Joes turn the tide of battle. Tok part in many other missions with the team, including an operation to sneak into the Cobra Consulate in New York and the rescue of a CIA agent captured by Soviet troops in Afghanistan. He served on many more missions before the team was shut down in 1994.

After the Joe team was reinstated in 2001, Psyche-Out evaluated the mental health of the child clones of Serpentor after the government took them into custody.

(GI 64, 67, 69, 70, 76, 100, 111, 137; SM 7, 9; GIv2 25; FL 18; Figures: 1, 2, 3)