Alliance Entertainment and JAKKS Pacific Team Up to Take Anime and VTuber Collectibles Further Across North America

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Exclusive partnership pairs JAKKS' anime product expertise with Alliance's fan reach and distribution strength

PLANTATION, Fla. and SANTA MONICA, Calif., Nov. 10, 2026 (GLOBE NEWSWIRE) --

Alliance Entertainment Holding Corporation (NASDAQ: AENT), an entertainment commerce and collectibles platform generating more than $1 billion in annual revenue and serving more than 35,000 retail and e-commerce storefronts, today announced an exclusive distribution partnership with JAKKS Pacific, Inc. (NASDAQ: JAKK), a leading global designer, manufacturer and marketer of toys and consumer products, for its anime and VTuber product lines. Under the agreement, Alliance will distribute JAKKS' anime and VTuber products throughout North America, excluding mass retail.

The partnership brings together two companies that know this fandom. JAKKS brings the product: the design, development and manufacturing behind its anime division and the relationships that go with it. Alliance, one of the largest distributors of entertainment and collectibles in the industry, brings the reach: a presence at every major convention and fan event, deep ties to retailers and buyers, and a team of seasoned collectors who know how to connect with fans in an authentic way.

"We know anime, and we know what fans expect from the product," said Ariana Berman, VP the Anime Division at JAKKS Pacific. "Alliance knows where those fans are, who the buyers are and how to show up for this community. Putting those two strengths together means more of our line in more of the right places, and we're excited to build this next chapter with them."

"What's exciting about anime and VTuber collectibles is the connection fans have with the characters and creators they follow," said Jeff Walker, Chief Executive Officer of Alliance Entertainment. "These are passionate communities that want products they can own, display and collect. We see a lot of opportunity to build on that enthusiasm together with JAKKS."

"We see significant opportunity in the anime and VTuber space, and JAKKS is bringing compelling products and brands to the category," said Tony Moyers, SVP Collectibles, Alliance Entertainment. "Alliance's strength has always been connecting great products with the retailers, conventions, e-commerce channels, and collector communities that drive fandom. We're excited to partner with JAKKS to expand distribution and help bring these offerings to fans across North America."

The agreement covers distribution rights in North America, excluding mass retail.

For more information on JAKKS Pacific, visit www.jakks.com. For more information on Alliance Entertainment, visit www.aent.com.

About Alliance Entertainment
Alliance Entertainment (NASDAQ: AENT) is a premier distributor and fulfillment partner for the entertainment and pop culture collectibles industry. With more than 340,000 unique in-stock SKUs - including over 57,300 exclusive titles across compact discs, vinyl LPs, DVDs, Blu-rays, and video games - Alliance offers the largest selection of physical media in the market. Our vast catalog also includes licensed merchandise, toys, retro gaming products, and collectibles, serving over 35,000 retail locations and powering e-commerce fulfillment for leading retailers. Alliance also owns and operates proprietary collectibles brands, including Handmade by Robots™, a stylized vinyl figure line featuring licensed characters from leading entertainment franchises, and Alliance Authentic™, a premium platform for authentic, certified, and individually numbered entertainment collectibles. In addition, Alliance operates Endstate Authentic, a dedicated NFC-enabled authentication and digital product identity platform supporting authenticated collectibles, resale, and brand protection. Leveraging decades of operational expertise, exclusive sourcing relationships, and a capital-light, scalable infrastructure, Alliance connects fans and collectors to the products, franchises, and experiences they value across formats and generations. For more information visit www.aent.com.

About JAKKS Pacific, Inc.
JAKKS Pacific, Inc. is a leading designer, manufacturer and marketer of toys and consumer products sold throughout the world, with its headquarters in Santa Monica, California. JAKKS Pacific's popular proprietary brands include Disguise®, Fly Wheels®, Charming™, Kidtopia™, Moose Mountain®, Maui®, ReDo® Skateboard Co., Sky Ball®, and Xtreme Power Dozer® as well as a wide range of entertainment-inspired products featuring premier licensed properties. Through their products and charitable donations, JAKKS is helping to make a positive impact on the lives of children. Visit us at www.jakks.com and follow us on Instagram (@jakkspacific.toys), X (@jakkstoys), YouTube (@JAKKSPacific), Facebook (@jakkspacific.toys) and LinkedIn (JAKKS Pacific).

Forward Looking Statements
Certain statements included in this Press Release that are not historical facts are forward-looking statements for purposes of the safe harbor provisions under the United States Private Securities Litigation Reform Act of 1995. Forward-looking statements generally are accompanied by words such as "believe," "may," "will," "estimate," "continue," "anticipate," "intend," "expect," "should," "would," "plan," "predict," "potential," "seem," "seek," "future," "outlook," and similar expressions that predict or indicate future events or trends or that are not statements of historical matters. These forward-looking statements include, but are not limited to, statements regarding the anticipated timing and volume of NFC deployment, AGS's growth and capacity expansion, commercial adoption of the combined offering, potential revenue opportunities and investment value, estimates and forecasts

of other financial and performance metrics, and projections of market opportunity. These statements are based on various assumptions, whether or not identified in this Press Release, and on the current expectations of Alliance's management and are not predictions of actual performance. These forward-looking statements are provided for illustrative purposes only and are not intended to serve as and must not be relied on by an investor as, a guarantee, an assurance, a prediction, or a definitive statement of fact or probability. Actual events and circumstances are difficult or impossible to predict and will differ from assumptions. Many actual events and circumstances are beyond the control of Alliance. These forward-looking statements are subject to a number of risks and uncertainties, including risks relating to the anticipated growth rates and market opportunities; changes in applicable laws or regulations; the ability of Alliance to execute its business model, including market acceptance of its systems and related services; Alliance's reliance on a concentration of suppliers for its products and services; increases in Alliance's costs, disruption of supply, or shortage of products and materials; Alliance's dependence on a concentration of customers, and failure to add new customers or expand sales to Alliance's existing customers; increased Alliance inventory and risk of obsolescence; Alliance's significant amount of indebtedness; our ability to refinance our existing indebtedness; risks that a breach of the revolving credit facility could result in the lender declaring a default and that the full outstanding amount under the revolving credit facility could be immediately due in full, which would have severe adverse consequences for the Company; known or future litigation and regulatory enforcement risks, including the diversion of time and attention and the additional costs and demands on Alliance's resources; Alliance's business being adversely affected by increased inflation, uncertainty regarding tariffs, higher interest rates and other adverse economic, business, and/or competitive factors; geopolitical risk and changes in applicable laws or regulations; as well as our financial condition and results of operations; substantial regulations, which are evolving, and unfavorable changes or failure by Alliance to comply with these regulations; product liability claims, which could harm Alliance's financial condition and liquidity if Alliance is not able to successfully defend or insure against such claims; availability of additional capital to support business growth; and the inability of Alliance to develop and maintain effective internal controls.

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