



## JAKKS Pacific Offers a Wide Array of Innovative Toys, Back-to-Basics Play & Top Entertainment Brands to Deliver a Magical Holiday Season to Families

10/19/11

MALIBU, Calif., Oct 19, 2011 (BUSINESS WIRE) --

From role play to real play, and action play to nurturing play, leading U.S. toymaker JAKKS Pacific, Inc. (Nasdaq: JAKK) presents a holiday line-up of innovative toys that hits on today's top trends, brings to life popular characters and entertainment brands, and is sure to deliver a magical holiday for the entire family.

"We are excited with our line-up of products for this holiday season, which hit on the latest trends and play patterns, and also provides a great value for parents who are looking for toys that their kids will love and spend endless hours enjoying while staying within their budget," said Stephen Berman, President & CEO, JAKKS Pacific. "From plush toys and action figures, to plug and play games and toys based on this year's movie blockbusters, JAKKS' extensive portfolio is sure to entertain and delight families this holiday season."

JAKKS Pacific's 2011 Holiday Highlights include:

Electronic Toys for Tech Lovers:

**Spy Net(TM)** brings a whole new line of innovative, tech-infused spy gadgets for 'secret agents' that moves beyond role play and into real play and interacts with the SpyNetHQ.com website. For missions requiring a secret set of eyes, use the **Spy Net(TM) Stealth Recording Video Glasses**. Capture secret video evidence in plain sight with the high tech and stylish sunglasses that stealthily record video through the built-in video cam in the middle of the frame. Records up to 20 minutes of real video. Built-in USB allows you to upload your evidence to SpyNetHQ.com. (SRP \$39.99) Ages 8+

The **I Am T-Pain(TM) Mic** enables you to sound like superstar music artist T-Pain! Designed in three edgy styles, the **I Am T-Pain Mic** lets you sing or freestyle with the "T-Pain Effect"; record and play back your top hits; connect your MP3 to sing along to your favorite tracks; and download and share your recordings with your friends online. With three demo beats and soundbytes provided by Nappy Boy's own Young Fyre, it's as if you're in a real recording studio! (SRP \$39.99) Ages 7+

The newest addition to JAKKS' *Plug It In & Play TV Games Motion(TM)* line is **Golden Tee Golf**, which lets aspiring pro golfers play the most successful coin-op game in history right in their living rooms! Capturing the feel of the popular arcade classic, the *Golden Tee Golf TV Game* features real trackball controller action. Just line up your shot and let 'er rip! Up to four players at a time can play together on various fan favorite 18-hole courses including Heather Pointe, Palm Springs and Cumberland. (SRP \$39.99) Ages 8+

Lions, Tigers, Bears, oh my! Hot on the heels of the award-winning *Big Buck Hunter(R) Plug It In Play TV Game* comes **Big Buck Hunter(R) Safari**. This smash arcade sequel features all new exotic creatures that you would find out in the middle of the safari, adrenaline pumping mini games and brand new terrains to master! (SRP \$39.99) Ages 8+

Action Packed Toys:

The **Pokémon Unova Region Figure Playset** is an immersive playset that is 2 ½ feet long and 15 inches high and focuses on forest and city environments from the new Unova region with a bridge that connects the two worlds. Over ten features bring to life the exploration, training and battling of a Pokémon trainer! Playset comes with one 3" figure and works with all 3" Pokémon figures. (SRP \$49.99) Ages 5+

**Max Force(TM)** is the newest line of specialized high performance toy shooters that deliver maximum distance, maximum accuracy and maximum tagging for both indoor and outdoor play. The accuracy of the *Max Force* line allows you to tag your target and feature special patent pending and bio-degradable paper pellets that wipe off easily! Headlining the roster is the **Max Force(TM) Shadow Hawk 100** for long-range missions. The set comes complete with bipod for effective long range firing up to 100 feet by pulling back on the power piston and letting go, and includes 120 refill pellets, two 8 round cartridges and Mission Glasses. (SRP \$39.99) Ages 6+

Kids can create a wide variety of creepy crawlers to scare off siblings and friends with the **Creepy Crawlers Bugmaker**. Simply fill the *Creepy Crawlers Bug Maker* molds with regular or glow-in-the-dark goo, and watch as it transforms into a gross monster before your eyes. (SRP \$29.99) Ages 8+

The **MXS(R) SFX Bike and Rider packs** showcase the top riders in the sport featuring legends such as Cary Hart, Ricky Carmichael and Jeremy McGrath, as well as current top rider, James Stewart. Authentic and *MXS* original Die Cast Bikes feature real sound effects, such as ignition start-up and engines in full gear! (SRP \$8.99) Ages 5+

JAKKS Pacific's Holiday line-up is now available at major retailers nationwide. Follow us on Facebook at [www.Facebook.com/JAKKSPacificToys](http://www.Facebook.com/JAKKSPacificToys).

Beloved Brands and Back to Basics Play:

New **Cabbage Patch Kids** are just like the Cabbage Patch Kids that Mom grew up with but with a contemporary positioning and modern style that today's kids can relate to. From 'prepsters' and 'skateboarders,' to 'girly girls' and 'artsy girls,' there's a style for every personality. Each 'Kid comes with a unique one-of-a-kind name, Birth Certificate(R) and a code to download the heart-warming Cabbage Patch Kids video "The New Kid"! (SRP \$34.99) Ages 3+

The **My First Disney Princess Singing and Storytelling Belle** doll from JAKKS' Tollytots division is simply magical. The enchanting Belle doll says over 100 phrases; recognizes and interacts with her friends Chip, Mrs. Potts and Lumiere; reads aloud her favorite *Beauty and the Beast* short story and sings her favorite songs! (SRP \$79.99) Ages 3+

**Tink's Pixie Cottage** brings traditional house play to Disney Fairies. This fun playset has whimsical features and magical surprises hidden around every corner! Magical features include a hidden attic, real-working doorbell, a swing and even a frog that pops out of a pixie potty. Includes one Tinker Bell doll, a pet and over 20 accessories. (SRP \$49.99) Ages 4+

The gorgeous **Disney Princess Ultimate Fairytale Kitchen** from JAKKS' CDI(TM) division is larger than any other Disney Princess kitchen on the market and features elements from each of the Disney Princess stories, allowing for an expansive range of role play fun. Realistic cooking sound effects; musical recipe book with Disney Princess songs; and a cell phone with Disney Princess phrases are just a few of the enchanting features in store for girls! (SRP \$149.99) Ages 3+

Movie Blockbuster-based Toys:

The **Real Steel 7.5" DLX Robot Assortment** showcases a full range of hero robots straight from the film, each with a trigger-activated, signature action move! These highly articulated fighting bots are scaled to their size in the movie and are perfect for collecting and battling against your friend's robots. (SRP \$14.99) Take them to the ring to face-off in the ultimate battle! The **WRB Main Event Ring** is sized to fit the 7.5" DLX Robots. Tap on the mat to activate cheers from the crowd, battle sounds, phrases from the movie and more! (SRP \$29.99) Ages 6+

Take home Papa Smurf, Smurfette and all your favorite Smurfs in various sizes with JAKKS' **Smurfs Mini Figures and Plush!** The *Smurfs Basic Figure 2 Pack* features two of your favorite characters from the movie, with different poses and outfits straight from popular scenes in the movie. Collect them all! (SRP \$6.99) Kids and collectors can choose from 8-inch, 11-inch and 21-inch stuffed versions of Smurfette, Papa Smurf, Grouchy and other fan-favorite Smurf characters. (SRP \$6.99-\$9.99)

The Disney **Pirates of the Caribbean: On Stranger Tides Queen Anne's Revenge Deluxe Ship** is a mystical play set featuring cannons with real-working projectiles, crew's nest for spotting enemy ships, launching deck and retractable plank walk. Unique LED accessories allow for secret reveals and special glow in the dark aspects. Pirates of the Caribbean 4" Battle Pack accessories and 4" Figures from JAKKS fit on the Queen Anne's Revenge Ship for added play value and excitement. Relive your favorite movie moments or create your own adventures! Figures sold separately. (SRP \$59.99) Ages 3+

**Disney--Pixar Cars 2 TV Games** features voices of Lightning McQueen, Mater and all new friends and foes. The easy-to-use deluxe steering wheel and real-working gear shift is great for younger gamers, while the non-stop racing and head-to-head action are fun for older *Cars* fans. Master multiple levels of racing across exotic, international locations, mini games and all new *Cars 2* characters! As with all of JAKKS' TV Games titles, the controller simply plugs into the A/V jacks of any standard TV and contains multiple games in each controller, no additional consoles or cartridges are needed. (SRP \$39.99) Ages 4+

#### About JAKKS Pacific, Inc.

JAKKS Pacific, Inc. (NASDAQ: JAKK) is a leading designer and marketer of toys and consumer products, with a wide range of products that feature some of the most popular brands and children's toy licenses in the world. JAKKS' diverse portfolio includes Action Figures, Electronics, Dolls, Dress-Up, Role Play, Halloween Costumes, Kids Furniture, Vehicles, Plush, Art Activity Kits, Seasonal Products, Infant/Pre-School, Construction Toys and Pet Toys sold under various proprietary brands including JAKKS Pacific(R), Creative Designs International(TM), Road Champs(R), Funnoodle(R), JAKKS Pets(TM), Plug It In & Play TV Games(TM), Kids Only!(TM), Tollytots(R) and Disguise(TM). JAKKS is an award-winning licensee of several hundred nationally and internationally known trademarks including Nickelodeon(R), Warner Bros.(R), Ultimate Fighting Championship(R), Hello Kitty(R), Graco(R), Cabbage Patch Kids(R) and Pokémon(R). [www.jakks.com](http://www.jakks.com)

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