



JAKKS Pacific Launches Studio JP Content Development Division in Joint Venture with China-Based Meisheng's Rising Anime Studio

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SANTA MONICA, Calif.--(BUSINESS WIRE)--Oct. 11, 2016-- Leading U.S. toy and consumer products manufacturer JAKKS Pacific, Inc. (NASDAQ: JAKK) today announced the launch of a newly formed business unit, Studio JP, a division dedicated to creating and developing original, multiplatform computer-generated animated content, in a joint venture with China's Meisheng Cultural & Creative Corp.'s animation studio Rising Anime. Studio JP will drive the creative storytelling process with JAKKS and Meisheng jointly owning the content. JAKKS will have merchandising rights for kids' consumer products in all markets except China, which Meisheng will spearhead through the companies' existing distribution joint venture, JAKKS Meisheng Trading (Shanghai) Ltd.

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"We have best-in-class creative partners with Meisheng, a recognized name in Chinese entertainment, and we are thrilled to expand our partnership in this genre. Developing original content is essential for us to further build and grow JAKKS' portfolio of owned properties in new and existing categories," said Stephen Berman, Chairman and CEO of JAKKS.

Studio JP will introduce high-quality, kid-friendly, computer-generated animated content including new short-form series and original shows, while exploring JAKKS' library of intellectual properties to re-launch brands with compelling stories for today's kids. Studio JP's mission is to create, identify and foster original content to support JAKKS' proprietary brands with compelling and engaging narratives and characters. Studio JP will be responsible for script development, story boards, character and visual development, production and distribution.

Berman stated, "We know kids today expect content in all forms of entertainment across many media platforms. At the same time, the entertainment landscape has changed dramatically in the last few years with new distribution models. These trends have created new opportunities for JAKKS to deliver content to kids where they want it and when they want it."

"We have great expectations for our Studio JP joint venture," said Zhao Xiaoqiang, President of Meisheng Culture & Creative Corp. "We have created a leading entertainment industry ecosystem that is cross-platform and cross-border. This new joint venture will generate all new original rich-content that is adaptable to all current and future platforms. Through Meisheng's established industry channels, this high-quality content can be fully distributed in all media."

For a look at Studio JP click [here](#).

About Rising Anime

Rising Anime, a subsidiary of Meisheng Culture & Creative Corp., is a leading company among the new breed of China's animation industry. Rising Anime concentrates on creating original animated series and films. Its works have been well-received and popular among Chinese children, which has helped Rising Anime to establish its influential foundation in China's animation industry. Through the partnership with JAKKS Pacific, both parties will explore new creative elements and narration methods to support their brands.

About JAKKS Pacific, Inc.

JAKKS Pacific, Inc. (NASDAQ: JAKK) 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 BIG-FIGS™, XPV®, Max Tow™ and Friends, Disguise®, Moose Mountain®, Fun noodle®, Maui®, Kids Only!®, as well as a wide range of entertainment-inspired products featuring premier licensed properties. Through JAKKS Cares, the company's commitment to philanthropy, JAKKS is helping to make a positive impact on the lives of children. Visit us at www.jakks.com and follow us on Instagram (@[jakkstoys](#)), Twitter (@[jakkstoys](#)) and Facebook ([JAKKS Pacific](#)).

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JAKKS Pacific, Inc.
Sara Rosales Montalvo, 424-268-9363
SaraRM@jakks.net