



2009 AMERICAN INTERNATIONAL TOY FAIR RELEASE

HELLO, DOMO!

JAKKS Pacific Introduces New Plush and Figures to the Domo™ Toy Line

Malibu, CA – February 15, 2009 – Fans of the quirky creature known as *Domo* will get to know their pal a little better in 2009 with the new **Domo™** toys planned by **JAKKS Pacific, Inc. (Nasdaq: JAKK)**. The big, brown, loveable character has caught America by storm through his widespread internet popularity and cult-like pop culture following. Now Domo will express himself like never before through the new plush and figures that reveal his latest hobbies and best pal.



*Domo and Tashanna Plush
Two-Pack*

The 2009 *Domo* collection is expected to include:

Figures

Domo is naturally curious about the world around him and has a big imagination! Now you can collect the newest *Domo Figures* that capture some of his wildest moments. Available in packs of two, the 2009 Series 3 assortment is expected to include *Soccer* and *Cowboy*, *Chef* and *Drummer*, and *Handstand* and *RoboDomo*. Ages 3+, Suggested Retail Price: \$4.99

Clip-On Plush

Domo is always up for new adventures, and now you can take him with you everywhere! A variety of cool new themes are planned for 2009. Ages 3+, Suggested Retail Price: \$4.49

Plush Two-Pack

Tashanna is Domo's favorite girl, and now she can be your favorite girl, too! This special plush set includes the adorable duo and is the only way to get these two characters together! Ages 3+, Suggested Retail Price: \$9.99

About Domo™

The widely popular animated character Domo became a cultural icon with his first appearance as the Japanese public broadcaster NHK's mascot in 1998. Domo's unique look and personality catapulted the character into one of Japan's biggest sensations, sparking more than 100 promotional spots, 600 products and a licensing campaign with merchandise generating tens of millions of dollars in Japan. Not only is Domo a hit in Japan, but in a few short years Domo has turned into a global internet sensation becoming the poster child for user generated content spawning thousands of fan-made websites and videos. His animated shorts also air on the NickToons network several times a day.

About Big Tent Entertainment LLC

Big Tent Entertainment, LLC (www.bigtent.tv) is an entertainment company specializing in the integrated development and management of media brands. Formed in 2002, the company manages a portfolio across both traditional and new media while focusing on brand strategy, community building, viral marketing, licensing and retail merchandising. Big Tent currently serves as the worldwide (ex Asia) marketing and licensing company for viral sensation *Domo* and the North American agency of record for a number of children's properties including: *Discovery Kids*, the leader in educational content for children; *The Wiggles*, the world's most popular pre-school entertainers; and *Miffy & Friends*, one of the largest brands for infants, toddlers and preschoolers with an all-new tween/teen program. Additionally, Big Tent serves as the U.S. licensing agent for the masters of freestyle motocross, the *Crusty Demons*, and the world's most popular series about girls and horses, *The Saddle*

Club. The Company is also the worldwide management company for renowned art licensing agency *Alaska Momma*.

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 children's toy licenses in the world. JAKKS' diverse portfolio includes Action Figures, Art Activity Kits, Stationery, Writing Instruments, Performance Kites, Water Toys, Sports Activity Toys, Vehicles, Infant/Pre-School, Plush, Construction Toys, Electronics, Dolls, Dress-Up, Role Play, and Pet Toys and Accessories, sold under various proprietary brands including JAKKS Pacific®, Play Along®, Flying Colors®, Creative Designs International™, Road Champs®, Child Guidance®, Pentech®, Funnoodle®, Go Fly a Kite®, Color Workshop®, JAKKS Pets™, EyeClops®, Girl Gourmet™, Plug It In & Play TV Games™, Kids Only®, Tollytots® and Disguise®. JAKKS is an award-winning licensee of several hundred nationally and internationally known trademarks including Disney, Nickelodeon, Warner Bros., World Wrestling Entertainment, Ultimate Fighting Championship, Graco® and Cabbage Patch Kids. JAKKS and THQ Inc. participate in a joint venture that has worldwide rights to publish and market World Wrestling Entertainment video games. For further information, visit www.jakks.com.

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