



2009 AMERICAN INTERNATIONAL TOY FAIR RELEASE

DISNEY HANNAH MONTANA-THEMED TOYS CONTINUE TO ROCK!

JAKKS Pacific's 2009 Products Include Hannah Montana-Themed Interactive Fashion Dolls, Dress-Up & Role Play Items, And New Halloween Costumes



Malibu, CA – February 15, 2009 – With a new look, new music, new episodes and a new movie, Disney's Hannah Montana franchise is bigger than ever in 2009! From the trend-setting new Hannah Montana style to her first ever feature film, the new **Hannah Montana**-themed toys by **JAKKS Pacific, Inc. (Nasdaq: JAKK)** encompass everything fresh and fabulous about the world of Hannah Montana!

The new **Hannah Montana REMIX In Concert Doll Collection** kicks off the Spring with the only dolls that sing Hannah Montana's new remix songs! Available in two styles that both have Hannah Montana's new 80's-inspired look – including the character's signature pink glove – these dolls add a new playful twist to music and fashion. Plus, each *REMIX* doll comes with a bracelet or guitar pick necklace for girls to wear. For Ages 6+, Suggested Retail Price \$21.99

Also new for Spring is the **Hannah Montana Quick Switch Doll**, which changes from Miley Stewart to Hannah Montana in just seconds! This 2-in-1 doll can be switched with a simple spin of the doll's hair. Girls can now act out the transformation they see on every episode of the hit TV series! The *Quick Switch* doll comes dressed as Hannah Montana, with an additional outfit for Miley to make the transformation complete. Ages 6+; Suggested Retail Price \$24.99

With Disney's *Hannah Montana The Movie* debuting in theaters April 10, the fan frenzy is sure to kick into high gear! In the film, Miley gets too caught up in the celebrity lifestyle and starts letting her alter ego "Hannah Montana" dominate her life. Her Dad decides she's forgetting what's most important to her and sends her back home to Crowley Corners. There she gets reacquainted with her family, horse, and childhood sweetheart.

Girls can relive the film's magical reunion between Hannah Montana and her horse with the new **Hannah Montana: The Movie doll and horse accessory pack**. The Hannah Montana doll comes with fashions inspired directly from the movie and with a replica of the character's beautiful gray horse. Ages 6+, Suggested Retail Price \$29.99



The all-new **Hannah Montana Rockin' Lights Electric Guitar** will dazzle fans just like Hannah Montana in her new movie! Movie stars, get ready to rock the show with 3 of Hannah Montana's hottest hits! The guitar plays "The Best of Both Worlds", "You'll Always Find Your Way Back Home" and "Rock Star". Press the star buttons for rockin' sounds and effects, and watch lights pulse along to the music's beats. Glam up your *Hannah Montana Rockin' Lights Electric Guitar* with the included stickers and interchangeable faceplates. Ages 6+, Suggested Retail Price: \$29.99

The **Hannah Montana Rockin' Concert Microphone** is a true showstopper! Press a button to hear and sing along with two of Hannah Montana's hit songs, or record and play back your own voice! The

microphone plays “The Best of Both Worlds” and “You’ll Always Find Your Way Back Home.” Now you can belt out the hits from Disney’s *Hannah Montana The Movie* with your own mic! Ages 6+, Suggested Retail Price: \$14.99

Glam it up just like Hannah Montana does with new Hannah Montana role-play items, including the **Hannah Montana Glam Star Outfit**. A dazzling white star trimmed in sparkly silver sequins accentuates this pop-star dress up outfit straight out of *Hannah Montana The Movie*. You’ll feel like a pop-star *and* a movie star with your shiny blue mini-dress and matching white, sequin-trimmed leggings. Choose from size 5-7 or 8-10. Ages 6+, Suggested Retail Price: \$24.99

Sure to top all Holiday wish lists this Fall, the stunning **Hannah Montana Classic Holiday Doll** sings “Best of Both Worlds” with a Holiday twist! Wearing a gorgeous, highly-detailed, 80’s inspired fashion, this Hannah Montana doll is sure to turn heads as she gets into the holiday spirit! Also included is a glittered clutch purse, a microphone with a gem-studded stand, and Hannah Montana’s iconic pink glove! Hannah Montana fans and doll enthusiasts alike will be clamoring for this upscale special edition doll to add to their collections! Ages 6+; Suggested Retail Price \$34.99

Halloween is going to ROCK this Fall, as the most popular pop star will be once again be among the most popular Halloween costumes for girls! With three different all-new looks, the Hannah Montana Halloween Costumes let girls go glam in fashions and accessories that are just like Hannah Montana’s! The colorful and sparkly **Hannah Montana Movie Dress** is inspired by a stunning outfit in *Hannah Montana The Movie*, while the **Hannah Montana Dream Dress** and **Hannah Montana Polka Dot Dress** capture all the fun and flair of Hannah Montana’s new 80’s style! Complete the look with Hannah Montana’s signature glove, wig, bracelet and microphone, all sold separately. For Ages 6+; Suggested Retail Price \$29.99 (Dream Dress and Movie Dress), Suggested Retail Price \$49.99 (Polka Dot Dress)

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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CONTACT:

Anne-Marie Feliciano
JAKKS Pacific, Inc.
(310) 455-6245
anne-marie@jakks.net

Janis Van Tine
JAKKS Pacific, Inc.
(310) 455-6331
janisv@jakks.net