



## 2009 AMERICAN INTERNATIONAL TOY FAIR RELEASE

# NEW POKÉMON® NATIONAL POKÉDEX, COLLECTIBLE FIGURES, PLAYSETS AND ACTIVITY TOYS TO CONNECT KIDS WITH ALL 490+ CHARACTERS

Malibu, CA – February 15, 2009 – JAKKS Pacific, Inc.'s (Nasdaq: JAKK) 2009 Pokémon® line-up is robust with over 80 new Pokémon action figures, interactive playsets, collectible plush, electronics, and the all-new touch screen **National Pokédex**, which connects fans to all 490+ Pokémon in every known region of the Pokémon world. Pokémon fans can find, collect, trade and battle for years to come as they continue to build their massive empire in hopes of becoming the ultimate Pokémon Trainer.



Since its introduction in 1996, Pokémon has become one of the most popular children's properties in the world. The phenomenon continues each year with new video game, animation, and trading card game releases.

### The 2009 Pokémon line-up is expected to include:

**Basic Figure Singles & Multipacks:** These 3" Pokémon figures come in single or three packs. JAKKS Pacific produces over 80 different Pokémon figures per year – "Gotta Catch 'em All!" Ages 4+, Suggested Retail Price Basic \$4.99 and Multipacks \$9.99

**Pokémon Cheebies™:** Collect these 4" Pokémon figures with their cool, stylized look. Ages 4+, Suggested Retail Price \$9.99

**Rival Reactors:** Talk to the "Rival Reactors" Pokémon and watch them react to you and interact with each other. 5" Pokémon figures react to sound with movement and SFX when you approach. Talk, react, and interact with the entire collection of figures! Ages 4+, Suggested Retail Price \$12.99

**Electronic Large Plush:** The all-new line of 10" plush features cool sound effects that will bring your Pokémon to life. Each Pokémon responds in its own special way by saying its name. Ages 4+, Suggested Retail Price \$14.99

**Pokémon Deluxe Micro Playset:** Get a part of the Pokémon world all in one purchase! Transform the portable Poké Ball into a Pokémon playset with the push of a button. Each set includes Pokémon and accessories. Ages 4+, Suggested Retail Price \$14.99

**Pokémon Fossil Regeneration Station:** Straight out of the recent animation episode, "Wild in the Streets," kids will love the chance to dig up fossils, drop the fossil into the Regeneration Chamber, and transform them into a Pokémon, just like Gym Leader Roark! Ages 4+, Suggested Retail Price \$29.99

### JAKKS also expects to release new items this Fall including:

**National Pokédex:** For the first time ever, all 490+ Pokémon from every known region are included in the all new National Pokédex, featuring cutting edge touch screen technology. With a simple touch of

the screen, fans have complete access to all the Pokémon information and games. Ages 4+, Suggested Retail Price \$29.99

**Pop n' Battle Poké Balls:** Have a Pokémon Battle with the all new Pokémon Pop n' Battle Poké Balls. Close the Poké Ball, press the button, and throw! Watch your Pokémon pop out of the Poké Ball, ready for battle! Ages 4+, Suggested Retail Price \$5.99

#### **About Pokémon USA**

Pokémon USA, Inc., a subsidiary of The Pokémon Company in Japan, manages the property outside of Asia which includes licensing, marketing, the Pokémon Trading Card Game, an animated TV series, the Pokémon Trading Figure Game, home entertainment, and the official Pokémon website. Pokémon was launched in Japan in 1996 for play on Nintendo's Game Boy<sup>®</sup> and has since evolved into a global cultural phenomenon. Pokémon was introduced in North America in September 1998 and today is one of the most popular toy and entertainment properties in the world. For more information, visit [www.pokemon.com](http://www.pokemon.com).

#### **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<sup>®</sup>, Play Along<sup>®</sup>, Flying Colors<sup>®</sup>, Creative Designs International<sup>™</sup>, Road Champs<sup>®</sup>, Child Guidance<sup>®</sup>, Pentech<sup>®</sup>, Funnoodle<sup>®</sup>, Go Fly a Kite<sup>®</sup>, Color Workshop<sup>®</sup>, JAKKS Pets<sup>™</sup>, EyeClops<sup>®</sup>, Plug It In & Play TV Games<sup>™</sup>, Girl Gourmet<sup>™</sup>, Kids Only<sup>®</sup>, Tollytots<sup>®</sup> 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<sup>®</sup> 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](http://www.jakks.com).

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