



## 2009 AMERICAN INTERNATIONAL TOY FAIR RELEASE

### SKELANIMALS TOYS ARE DROP DEAD ADORABLE!

#### *JAKKS Pacific Plans to Bring Popular, Edgy Brand to Retailers in Fall 2009*



**Malibu, CA – February 15, 2009** – *Skelanimals* are the hottest and hippest new characters to hit the toy aisle! **JAKKS Pacific, Inc. (Nasdaq: JAKK)** is introducing a collection of **Skelanimals** toys based on the popular hipster brand of adorable animals who have met an untimely demise. The new products, including plush, figures and clip-ons, highlight each character's unique and loveable personality. Already a sensation in the fashion-forward teen market, plush featuring *Skelanimals'* unconventional humor are set to hit the masses!

**The Fall 2009 *Skelanimals* collection is expected to include:**

#### **Beanbag Plush**

The *Skelanimals Beanbag Plush* make great cuddly companions, and their quirky personalities will have you *dying* to collect them all! The first collection includes five of the most popular animals – Dax the Dog, Kit the Cat, Marcy the Monkey, Chungkee the Panda and Jack the Rabbit – with more loveable characters to follow. Ages 3+, Suggested Retail Price \$5.99

#### **Glow In the Dark Plush**

When things get a little too dark and creepy, the *Glow In the Dark Skelanimals Plush* will shine some light on the situation! Perfect for any time the lights go out. These special glowing *Skelanimals* are the largest plush in the line and the only ones available in a stand-up pose! Collect all three characters: Dax the Dog, Kit the Cat, and Diego the Bat. Ages 3+, Suggested Retail Price \$14.99

#### **Figures with Accessories**

Get to know the *Skelanimals* in their own environments, and put them all together to build a *Skelanimals* world! The first collection includes Dax the Dog and his tombstone dog bed, Marcy the Monkey and her tree environment, and Kit the Cat and her swinging fish toy. Ages 3+, Suggested Retail Price \$4.99

#### **Clip-Ons**

Show off your favorite *Skelanimals* pals all over town with the new fashionable *Skelanimals Clip-ons!* Collect all your favorite characters and wear them on backpacks, purses and belt loops. Each *Clip-on* also comes with a tiny trendy dog tag for a little extra flair. Ages 3+, Suggested Retail Price \$3.99

#### **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

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