

THE SMURFS



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2009 AMERICAN INTERNATIONAL TOY FAIR RELEASE

SMURF™ TOYS MAKE FOR BIG SMURFIN' FUN!

JAKKS Pacific Introduces Smurf™-tastic New Plush and Playsets

Malibu, CA – February 15, 2009 – True “blue” fans of the iconic and loveable Smurfs will go Smurfy over the new **Smurf™** line of plush and playsets by **JAKKS Pacific, Inc. (Nasdaq: JAKK)**! The 2009 Smurf products capture all the whimsical humor of the famous little blue creatures and their Smurfy little world.

The 2009 Collection of *Smurf Plush* is expected to include:

Beanbag Plush:

Smurfs make great companions, and the Beanbag Plush size is perfect for collecting all your favorite Smurf pals! Assortment includes Smurf, Papa Smurf, Smurfette, Vanity Smurf and GrouchySmurf. Ages 3+; Suggested Retail Price \$5.99



Smurfs Beanbag Plush Assortment

Plush with DVD:

Experience the magical world of Smurfs with the talking plush that comes with a DVD of one original episode of the classic 80's cartoon AND a bonus music video! Available in five favorite Smurf characters. Ages 3+; Suggested Retail Price \$14.99

Another way to enjoy the delightful world of Smurfs is by collecting the new **Smurf Figure Packs and Playsets!** These adorable 2.25” figures may be small, but they make for big Smurfin’ fun! The figures are also poseable, so kids can recreate their favorite Smurf story or create their own new Smurf tales!

The 2009 Collection of *Smurf Figure Packs and Playsets* is expected to include:

Theme Packs:

Recreate Smurfy adventures with fun themes like sports and music! These collectible figures are available in assorted packs of three. Ages 3+, Suggested Retail Price: \$7.99

Accessory Packs:

Get Smurfin’ at the beach, picnic or bakery with these fun *Accessory Packs!* Each pack includes an assortment of three Smurf figures and an accessory. Ages 3+, Suggested Retail Price: \$9.99

Vehicle Packs:

Smurfs love to get around in their cool vehicles! Each *Vehicle Pack* includes a Smurf vehicle with backwind motor and a Smurf figure. Ages 3+, Suggested Retail Price: \$9.99



Smurf Vehicle

Mushroom House Playset:

Available in three different styles, each *Mushroom House* opens up into a detailed playset and comes with one poseable Smurf figure! Ages 3+, Suggested Retail Price: \$14.99

Deluxe Windmill Playset:

The *Deluxe Windmill* will have kids Smurfin' off the walls with excitement – it has two levels of play, tons of cool features and comes with two exclusive Smurf figures! Ages 3+, Suggested Retail Price: \$29.99

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 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.

About Sony Pictures Consumer Products Inc.

Sony Pictures Consumer Products Inc. (SPCP), a division of Columbia TriStar Consumer Marketing (CTCM), is based in Los Angeles and handles the merchandising and branding efforts for some of the most recognized properties in film and television.

Columbia TriStar Consumer Marketing is a division of Sony Pictures Entertainment (SPE). SPE is a subsidiary of Sony Corporation of America (SCA), a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production and distribution; television production and distribution; digital content creation and distribution; worldwide channel investments; home entertainment acquisition and distribution; operation of studio facilities; development of new entertainment products, services and technologies; and distribution of filmed entertainment in 67 countries. Sony Pictures Entertainment can be found on the World Wide Web at <http://www.sonypictures.com>.

About Lafig

Lafig Belgium s.a. and IMPS s.a. are worldwide licensors of the Smurf merchandising rights. The companies are controlled by the heirs of Pierre Culliford, better known under his pseudonym Peyo, the author/creator of the Smurfs.

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