



2009 AMERICAN INTERNATIONAL TOY FAIR RELEASE

JAKKS PACIFIC CELEBRATES THREE DECADES OF WWE® WRESTLING WITH EXCLUSIVE ACTION FIGURES

Malibu, CA – February 15, 2009 – **JAKKS Pacific Inc. (Nasdaq: JAKK)** celebrates 30 years of pop culture with a 2009 product line that could only come from the universe of **World Wrestling Entertainment®**. New **Classic Superstars** assortments will feature some of the very first **WWE Superstars**, while new levels of authenticity are achieved in three extreme sizes with the **Maximum Aggression™**, **Build N' Brawl™** and **Micro Aggression™** line-ups.

WWE 2009 lineup from JAKKS Pacific is expected to include:

CLASSIC SUPERSTARS

Reenact the absolute best matches of the 70's, 80's and 90's with the all new *WWE Classic Superstars Series* planned for 2009, featuring, Andre the Giant, Jesse Ventura, Goldberg, Bret Hart, Rowdy Roddy Piper, Outback Jack, and many other WWE greats. Ages 8+, Suggested Retail Price \$12.99.

DELUXE AGGRESSION™ FIGURES

Deluxe Aggression Series figures feature 25 points of articulation to recreate the most dramatic finishing moves. Each 6" *Deluxe Aggression* figure comes with an accessory item so kids can act out moves and really get into the wrestling action! Collect all 6 in each assortment expected to be released in new waves every other month! Ages 8+, Suggested Retail Price \$11.99

BUILD N' BRAWL™ 3 3/4" FIGURES

Collect the figures and build the *WWE Universe*! Each *Build N' Brawl* 3 3/4" figure includes deluxe articulation and a buildable accessory piece. Collect all accessory pieces in the upcoming series and create the *Build N' Brawl* ring, cage, and stage! Ages 8+, Suggested Retail Price \$7.99

WWE MAXIMUM AGGRESSION™ 12" FIGURES

Take your *WWE* play to a whole new level of authenticity and size with super articulated, 12" *Maximum Aggression* action figures. *Maximum Aggression* figures feature 25 points of articulation to recreate the most high impact finishing moves. Each *Maximum Aggression* figure comes with swappable features. Collect all 4 per assortment! Ages 8+, Suggested Retail Price \$19.99

UNMATCHED FURY™

The *Unmatched Fury* figures stand 8" and capture the *WWE Superstars* in some of their most iconic poses and with intricate sculpts and paint deco! Bring home the fury! Ages 8+, Suggested Retail Price \$14.99

MICRO AGGRESSION™

Some of *WWE's* most exciting trios appear in the *Micro Aggression* 3-packs from JAKKS. These tiny but fierce mini action figures are each accompanied with an accessory! The authentically detailed, pocket size figures are smaller than 2". Ages 8+, Suggested Retail Price : \$4.99

ADRENALINE™ 2-pack

Adrenaline 2-pack is back with some of *WWE's* most legendary duos and thrilling matches. The 6" figure 2-pack puts kids and collectors right in the middle of the action assisting their favorite Superstar

triumph over a bitter rival. Each 2-pack comes with 2 battling accessories. Ages 8+, Suggested Retail Price \$12.99

Additional information on World Wrestling Entertainment Inc. (NYSE: WWE) can be found at wwe.com and corporate.wwe.com. For information on our global activities, go to <http://www.wwe.com/worldwide/>.

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®, Funoodle®, Go Fly a Kite®, Color Workshop®, JAKKS Pets™, EyeClops®, Plug It In & Play TV Games™, Girl Gourmet™, 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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