



2007 INTERNATIONAL TOY FAIR PRESS RELEASE

MAGICALLY MUSICAL *BARNEY & FRIENDS™* TOYS FROM CHILD GUIDANCE® ENGAGE PRESCHOOLERS AND INSPIRE ACTIVE PLAY

Malibu, CA – February 9, 2007 – JAKKS Pacific, Inc. (NASDAQ: JAKK) – JAKKS Pacific, Inc. proudly joins forces with **HIT Entertainment**, a leading provider of quality preschool entertainment, to bring music, friendship, and loads of fun to their new Barney™ product line. With the re-launch of the Child Guidance® Preschool Division themed "*Where Friendships Begin™*", JAKKS Pacific engages preschoolers and inspires active play with musical and interactive toys featuring Barney. Young children can broaden their imaginations, awaken their musical abilities, and better understand the importance of sharing and caring through the fun-loving magic of Barney and his friends BJ, Baby Bop and Riff.

"We are working to reestablish Child Guidance as a leader in the exciting and imaginative world of preschoolers - and we're having a lot of fun doing it," says Tamre Logan, SVP, Sales and Marketing, Preschool and Girls Toys, JAKKS Pacific, Inc. "The upcoming Barney product line from Child Guidance is completely interactive, stimulating young children through touch, sight and sounds."

The new Barney Child Guidance line includes the following items:

Barney Feature Plush promotes interactive play through music and movement. The new 11" **Sing Along Barney** features Barney singing and dancing to 3 different songs. The added feature of the child-size microphone encouraging him or her to sing and dance along with Barney! **I Love You Barney** is a 10" huggable plush which sings Barney's signature, "*I Love You*" song. And as Barney's newest "Dino" friend and musical sensation, Riff, joins the group, **Dance & Play Riff™**, - also 11" – hits just the right note! By simply squeezing his tummy, he sings two songs, and shakes his maracas up and down. Slated to hit retail in summer 2007, the Barney Feature Plush will have an SRP of \$9.99 to \$24.99.

The new **Barney Preschool Musical Instruments** encourage children to use their imaginations and musical skills to create their own band. The **Barney Dance & Play Guitar** features six songs in various musical styles and a motion sensor that encourages children to move as they play. By simply dancing around, guitar riffs are added to the melody and the tempo increases the faster the child moves. In addition, the moving center wheel (strum) helps develop better hand-eye coordination. Add in the **Dance & Play™ Trumpet** and a star is born. The trumpet plays three melodies and feature signature Barney character phrases. With Barney leading the way, preschoolers everywhere are joyously singing and dancing their way into a world of music and fun. Targeted age group is for children 18 months and older. Barney Preschool Musical Instruments will launch in fall 2007 with an SRP of \$9.99 to \$19.99.

Other interactive items in this line include **Barney Musical Cell Phone** and the **Barney Let's Go Laptop**. With educational features such as number identification and interactive quizzes that teach kids different shapes and

colors, preschoolers can enjoy learning alongside their parents. Additionally, the musical sound effects and Barney character phrases will have toddlers entertained for hours. Targeted age group is for children 18 months and older. The Barney interactive items will be available at retailers nationwide in fall 2007 with an SRP of \$9.99 for the Musical Cell Phone and \$19.99 for the Let's Go Laptop.

Barney Let's Go Push & Go Vehicles, themed to Barney's favorite places, including the airport and the firehouse, allow children to control the fun as they push the vehicles and watch them go. Available at retailers nationwide in fall 2007 for an SRP of \$5.99.

8" Barney, Baby Bop, Riff, and BJ Plush and the even cuddlier **14" Barney** are the perfect soft, lightweight, and loveable stuffed toy pals. Targeted age group is for children 12 months and older. Barney plush will launch in fall 2007 for an SRP of \$ 4.99 to 9.99.

Now children will enjoy bath time even more with **Bath Time Barney** and **Barney Squirter Tub Toys**, tied into favorite Barney themes, including the beach, and the firehouse. Squirter Tub Toys will be available for \$5.99, and Bath Time Barney for \$9.99 in the fall 2007.

About Barney™

As a helping hand for growing children, *Barney* (along with special pals Baby Bop™ and BJ™) helps parents give their children the range of skills they need to grow – and he always does it with lots of fun, music and laughs. *Barney & Friends™* episodes are always filled with Sharing, Caring, Imagining, Dancing and Learning and can be seen on PBS KIDS® and PBS KIDS Sprout. For more information about Barney and all his friends, please visit www.barney.com.

About HIT Entertainment

HIT Entertainment, owned by private equity investment group Apax Partners since June 2005, is one of the world's leading independent children's entertainment producers and rights-owners. HIT's portfolio includes internationally renowned children's properties, such as *Bob the Builder™*, *Barney™*, *Thomas & Friends™*, *Pingu™*, *RubbaDubbers™* and *Angelina Ballerina™* and acts as a representative for The Wiggles™ in the UK, US and Canada. HIT also owns the Guinness World Records™ publishing and television property and *Fireman Sam™*, a joint venture with S4C. Launched in 1989, HIT's lines of business span television and video production (including studios in the UK and the US), publishing, consumer products licensing, home entertainment and live events. With a catalogue of over 1,000 hours of young children's programming, HIT sells its shows to over 200 territories globally and has operations in the UK, US, Japan and Canada. In 2005, the Company joined Comcast Corporation, PBS and Sesame Workshop to launch PBS KIDS Sprout, a 24-hour digital cable channel and VOD service for preschoolers. For more information, visit www.hitentertainment.com.

About JAKKS Pacific, Inc.

JAKKS Pacific, Inc. (NASDAQ: JAKK) is a multi-brand company that designs and markets a broad range of toys and consumer products. The product categories include: 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. The products are sold under various brand names including JAKKS Pacific®, Play Along®, Flying Colors®, Creative Designs International™, Road Champs®, Child Guidance®, Pentech®, Trendmasters®, Toymax®, Funnoodle®, Go Fly a Kite®, Color Workshop®, JPI™ and Plug It In & Play TV Games™. 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.jakkspace.com.

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This press release may contain forward-looking statements (within the meaning of the Private Securities Litigation Reform Act of 1995) that are based on current expectations, estimates and projections about JAKKS Pacific's business based partly on assumptions made by its management. These statements are not guarantees of future performance and involve risks, uncertainties and assumptions that are difficult to predict. Therefore, actual outcomes and results may differ materially from what is expressed or forecasted in such statements due to numerous factors, including, but not limited to, those

described above, changes in demand for JAKKS' products, product mix, the timing of customer orders and deliveries, the impact of competitive products and pricing, and difficulties with integrating acquired businesses. The forward-looking statements contained herein speak only as of the date on which they are made, and JAKKS undertakes no obligation to update any of them to reflect events or circumstances after the date of this release.

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