



Snoop Dogg Branded Dog Toys and Dog Apparel to Launch on Amazon.com

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Pre-Order to Coincide With Snoop Dogg's CD 'Tha Blue Carpet Treatment' Launching November 21st

MALIBU, Calif., Nov. 13 /PRNewswire-FirstCall/ -- JAKKS Pacific, Inc. (Nasdaq: JAKK) announced today that its new line of Snoop Dogg branded pet products is expected to be available for pre-order on Amazon.com on November 21st, to coincide with the release of the highly anticipated new Snoop Dogg CD, Tha Blue Carpet Treatment. The Snoop Dogg pet line, marketed by JAKKS(R)' JPI Pets(TM) division, features dog toys, apparel and accessories inspired by the iconic Doggfather himself, including items featuring a sound chip that plays signature Snoop Dogg phrases.

"We are very pleased to team-up with Amazon.com to launch a pre-order for our JPI Pets' Snoop Dogg line of dog toys and apparel to coincide with the excitement surrounding his new CD," said Tony Lawlor, Senior Vice President of Marketing, JPI Pets. "Amazon.com is already a Snoop Dogg destination for shoppers. The late November pre-order offer of our dog toys and apparel will enable Snoop Dogg fans to buy the items before they hit other mass retailers in Spring 2007."

Snoop Dogg says about his new pet products line, "Go get some quick, dogg-gone-it! 'Cuz Snoop Dogg said so. Bow Wow!"

The first assortment in the Snoop Dogg line-up includes a DJ Headset, Boom Box, Dogg Bone and Football, all of which are double stitched and made from durable plush and ballistic fabrics for safe and fun play for dogs. From a Boom Box and Doberman Plush Toy that play bona fide sound clips of Snoop Dogg himself, to a Canvas Bone with a squeaker, Snoop Dogg toys keep dogs and their hip hop loving owners grooving together. Suggested retail prices range from \$5.99-\$8.99.

The Snoop Dogg clothing assortment from JPI Pets launching on Amazon.com personifies the iconic rapper's style with a hip hop and urban feel. Styles in the first assortment include a Snoop Dogg doggie Basketball Jersey, animal print Faux Fur Coat and a Doggfather Hoodie Sweatshirt. All dog apparel are available in a variety of sizes from extra small to extra large, creating a walking fashion statement for fans of the Hip Hop legend and their dogs. Suggested retail price range from \$12.99-\$24.99.

JPI Pet's officially licensed Snoop Dogg dog toys and accessories will be available for pre-order on Amazon.com beginning on November 21, 2006, and on sale at other major retailers in Spring 2007.

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(TM), Play Along®, Flying Colors®, Creative Designs International(TM), Road Champs®, Child Guidance®, Pentech®, Trendmasters®, Toymax®, Fun noodle®, Go Fly a Kite®, Color Workshop®, JPI(TM) and Plug It In & Play TV Games(TM). 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.

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.

SOURCE JAKKS Pacific, Inc.

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