



THQ and JAKKS Pacific Announce First Ever Superstar Challenge to Be Held at WrestleMania® XIX

Top WWE? Superstars Square off in Exclusive Videogame Tournament for Charity

CALABASAS HILLS, Calif. - March 27, 2003 - THQ Inc. (NASDAQ: THQI) and JAKKS Pacific, Inc. (NASDAQ: JAKK) today announced details of the first ever Superstar Challenge to be held at this year's WrestleMania® XIX in Seattle, Washington. Hosted at WWE Fan Axxess? during the greatest spectacle in sports entertainment, the Superstar Challenge will pit 16 of WWE's top Superstars in a no-holds barred videogame tournament. The Superstar Challenge will showcase THQ and JAKKS Pacific's critically acclaimed WWE SmackDown! Shut Your Mouth for the PlayStation®2 computer entertainment system.

?Many WWE Superstars are huge gaming fans and we are excited that they are taking part in the Superstar Challenge in the name of charity,? stated Peter Dille, senior vice president of worldwide marketing, THQ. ?It will fun to see if the Superstars can lay the smackdown in our game like they do in real life.?

?Sixteen Superstars, WWE SmackDown! Shut Your Mouth and all the action of WrestleMania in one fast-paced gaming tournament at Fan Axxess,? said Nelo Lucich, Director of Interactive, JAKKS Pacific. ?The Superstar Challenge is definitely going to be a highlight leading up to the big event.?

About the WWE Superstar Challenge

The WWE Superstar Challenge is scheduled to take place during the second session of WWE Fan Axxess Friday, March 28th at Seattle Seahawks Stadium located in the West Field Plaza. A total of 16 WWE Superstars will compete in a bracketed tournament to be crowned the Champion of the Superstar Challenge. Winners will be awarded a WWE branded leather jacket and the champion will receive a \$2,500 check payable to the Superstar's charity of choice along with other WWE, THQ and JAKKS Pacific donated prizes. Second place will receive a \$1,500 check payable to the charity of their choice. Consumers playing in the competition arena will have a chance to win a copy of WWE SmackDown! Shut Your Mouth and signed WWE merchandise.

Superstars Competing in the Challenge:

Booker T?	Mark Henry?
Jamine Noble?	Shannon Moore?
Rosey?	Maven?
Rey Mysterio?	Billy Kidman?
Rikishihi?	Hurricane?
Jamal?	John Cena?
D-Von?	Christian?
Bubba Ray?	Kanyon®

About WWE SmackDown! Shut Your Mouth

WWE SmackDown! Shut Your Mouth boasts the most robust and in-depth Season mode ever with an all-new draft feature that allows players to choose from more than 55 WWE Superstars including Booker T, Brock Lesnar? and Hulk Hogan®. The Season mode also includes multiple character paths that follow the most exciting events from the last year of WWE programming. Seventeen photo-realistic backstage environments allow gamers to take the action backstage in areas that are full of interactive weapons and destructible items. WWE SmackDown! Shut Your Mouth features an enhanced multiplayer option that utilizes two multi-tap controllers allowing six players in the ring at once. The Create-A-Superstar mode in WWE SmackDown! Shut Your Mouth is the deepest yet, with a brand new morphing system that gives gamers the ability to freelance facial features, life-like tattoo/lettering and customizable animations as well as specific stances.

For more information about the THQ/JAKKS Pacific World Wrestling Entertainment? videogame franchises and the rest of THQ's 2003 line-up, visit www.thq.com.

About World Wrestling Entertainment, Inc.

World Wrestling Entertainment, Inc. (NYSE: WWE) is an integrated media and entertainment company headquartered in Stamford, Conn., with offices in New York, Los Angeles, Toronto and London. Additional information on the company can be found at wwe.com and corporate.wwe.com. Information on television ratings and community activities can be found at parents.wwe.com.

About JAKKS Pacific

JAKKS Pacific, Inc. (Nasdaq NM: JAKK) is a multi-brand company that designs and markets a broad range of toys and leisure products. The product categories include: Action Figures, Arts & Crafts Activity Kits, Stationery, Writing Instruments, Performance Kites, Water Toys, Sports Activity Toys, Vehicles, Infant/Pre-School, Plush and Dolls. The products are sold under various brand names including Flying Colors®, Road Champs®, Remco®, Child Guidance®, Pentech®, Toymax®, Fun noodle® and Go Fly a Kite®. The Company also participates in a joint venture with THQ Inc. that has exclusive worldwide rights to publish and market World Wrestling Entertainment® video games. For further information, visit www.jakkspace.com

About THQ

THQ Inc. is a leading, worldwide developer and publisher of interactive entertainment software for a variety of hardware platforms including PC CD-ROM, wireless devices, and those manufactured by Sony Computer Entertainment America Inc., Nintendo and Microsoft. The THQ web site is located at www.thq.com. The THQ Wireless site is located at www.thqwiresless.com.

Trademark Statement

The names of all World Wrestling Entertainment televised and live programming, talent names, images, likenesses, slogans and wrestling moves and all World Wrestling Entertainment logos are trademarks which are the exclusive property of World Wrestling Entertainment, Inc.

This press release contains statements that are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements are based on current expectations, estimates and projections about THQ's business based, in part, on assumptions made by its management. These statements are not guarantees of THQ's future performance or the performance of WWE SmackDown! Shut Your Mouth, including the respective media campaign 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 forward-looking statements due to numerous factors, including, but not limited to, those described above and the following: changes in demand for THQ's products, including WWE SmackDown! Shut Your Mouth, product mix, the timing of customer orders and deliveries, the impact of competitive products and pricing and difficulties encountered in the integration of acquired businesses. In addition, such statements could be affected by growth rates and market conditions relating to the interactive software industry and general domestic and international economic conditions. Specific information concerning these and other such factors is contained in the Registration Statement on Form S-3 filed with the Securities and Exchange Commission on August 16, 2002. A copy of this filing may be obtained by contacting THQ or the SEC. The forward-looking statements contained herein speak only as of the date on which they are made, and THQ does not undertake any obligation to update any forward-looking statement to reflect events or circumstances after the date of this release.

CONTACT:

Kendall Boyd
THQ/Media Relations
818/ 871-5069
kboyd@thq.com

Julie MacMedan
THQ/ Investor Relations
818/ 871-5095
jmacmedan@thq.com

Genna Goldberg
JAKKS Pacific/Media Relations
310/455-6235
gennag@jakks.net