



WWF SmackDown! Just Bring It and WWF Raw To Feature Licensed Music From Flip/Interscope and SmackDown! Records

Limp Bizkit's Rollin' and Motorhead's The Game Entrance Themes to be Heard in Both Games

CALABASAS HILLS, Calif. ? November 27, 2001 ? THQ Inc. (NASDAQ NMS: THQI) and JAKKS Pacific, Inc. (NASDAQ NMS: JAKK) today announced that for the first time ever, both of their upcoming World Wrestling Federation® licensed video games, WWF SmackDown! Just Bring It for the PlayStation®2 computer entertainment system and WWF Raw® for the Xbox® video game console from Microsoft, will feature licensed music tracks from Flip/Interscope Records and SmackDown! Records. Limp Bizkit's Rollin' and Motorhead's The Game will be featured in conjunction with World Wrestling Federation Superstar® entrances from The Undertaker® and Triple H®, respectively, in both next generation titles. WWF SmackDown! Just Bring It shipped to retail stores on November 19, 2001 and WWF Raw is scheduled to ship December 26, 2001.

"Authentic theme music is yet another way we are delivering unsurpassed realism as we extend the World Wrestling Federation brand to the next generation of consoles this holiday season," stated Peter Dille, Vice President, Marketing, THQ. "We are delighted to be working with both Interscope and SmackDown! Records to bring these artists to the world of interactive entertainment."

"Now for the first time ever WWF SmackDown! Just Bring It and WWF Raw deliver the entrance theme music that fans demand, making the video game play more authentic than ever before," stated Nelo Lucich, Director of Interactive, JAKKS Pacific. "It's another way that we're giving World Wrestling Federation fans exactly what they ask for."

"We are able to speak directly to the millions of World Wrestling Federation fans and hardcore gamers. It is a great opportunity to promote Limp Bizkit and their upcoming remix album, 'new old songs' to their core audience," said Courtney Holt, Head of New Media, Interscope Geffen A&M Records.

About WWF SmackDown! Just Bring It and WWF Raw

Developed by Yuke's Co., Ltd. of Japan, WWF SmackDown! Just Bring It features more than 40 WWF Superstars in more than 70 different matches, as the most electrifying show in sports-entertainment comes to life like never before. All-new matches, an enhanced story mode and play-by-play commentary from Tazz® and Michael Cole® make this the most in-depth World Wrestling Federation title to date. Created by Anchor, WWF Raw captures the look and feel of the World Wrestling Federation with highly detailed Superstars, unsurpassed gameplay and an authentic TV-style presentation. Both titles feature authentic WWF Superstar ring entrances complete with theme music and plenty of WWF attitude.

For more information about THQ's holiday 2001 lineup, visit www.thq.com.

About World Wrestling Federation Entertainment, Inc.

World Wrestling Federation Entertainment, Inc. is an integrated media and entertainment company headquartered in Stamford, Connecticut, with sales offices in New York City, Chicago and Toronto. The company can be found online at wwf.com and wwfecorpbiz.com.

About Flip/Interscope

Combining the legacies of three significant record companies, Interscope Geffen A&M embarked on a new tradition of musical achievement with its unification on January 1, 1999 as a division of Universal Music Group, the global music leader. Headed by Chairman Jimmy Iovine, Interscope Geffen A&M is a major force across a wide range of musical genres including rock, rap, alternative, Latin, gospel and soundtracks.

Universal Music Group is a unit of Vivendi Universal, a global media and communications company.

About JAKKS Pacific

JAKKS Pacific, Inc. (Nasdaq NM: JAKK) is a multi-brand toy company that designs, develops, produces and markets toys and related products under various brand names (including Flying Colors®, Road Champs®, Remco®, Child Guidance®, and Pentech®) in multiple product categories, including: Wheels; Action Figures; Art/Activities/Stationery; Infant/Pre-School; Writing Instruments; Plush; and Dolls. The Company also participates in a joint venture with THQ Inc. that has exclusive worldwide rights to publish and market World Wrestling Federation® video games. Visit www.jakkspace.com

About THQ

THQ Inc. develops and publishes interactive entertainment software worldwide for a variety of hardware platforms including PC

CD-ROM, wireless devices, and those manufactured by Sony, Nintendo and Microsoft. The THQ web site is located at www.thq.com.

Visit the JAKKS Pacific Showroom at the New York International Toy Fair - 200 Fifth Avenue, Room 1034. Media can schedule a same-day appointment by calling 310-995-1461.

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 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, 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 THQ's current report on Form 8-K as filed with the Securities and Exchange Commission on November 21, 2001. 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.

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