



## World Leader in Wrestling Toys JAKKS Pacific(R) Signs TNA for Worldwide Master Toy License

### JAKKS Announces Succession Plan for its Wrestling Toy Program

MALIBU, Calif., Feb 13, 2008 (BUSINESS WIRE) -- The world leader in wrestling toys, JAKKS Pacific Inc. (NASDAQ: JAKK), today announced that it signed an exclusive five year worldwide Master Toy License with TNA (Total Nonstop Action) Entertainment LLC for TNA Wrestling, with a planned launch expected to commence in 2010.

JAKKS' new TNA Master Toy License includes all styles of action figures, playsets, accessories and role play toys as well as collectible items based on TNA Wrestling's top talent which includes wrestling megastars Kurt Angle, Booker T, Christian Cage, Samoa Joe, A.J. Styles, Kevin Nash, Team 3D and other wrestlers who have chosen to align with the world's fastest growing wrestling league, TNA Wrestling.

TNA has been increasing in popularity since its inception in 2002. "TNA iMPACT" airs every Thursday night from 9:00 - 11:00 PM, ET/PT on Spike TV (available in 96.1 million homes and is a division of MTV Networks). Through a combination of televised programming, pay-per view and live events, TNA is also available in over 110 countries around the globe. For instance, the United Kingdom, historically JAKKS' strongest international territory for wrestling toys, is also TNA's strongest international territory, with programming having just moved from Bravo II to the main Bravo channel.

"TNA's stellar and growing arsenal of top world famous wrestlers, impressive ratings increases, aggressive live touring event schedule, and mounting exposure worldwide, coupled with JAKKS' expertise as the world's leading wrestling toy maker, bodes well for this new wrestling toy line to create a perfect storm," said JAKKS' Chairman and CEO Jack Friedman. "By the time 2010 arrives, TNA should be able to increase its market share even more significantly, and fans should be even more receptive to a new and exciting wrestling toy line."

"TNA fans have come to expect the very best in professional wrestling in everything we do, and JAKKS represents the top of the line in pro wrestling action figures," said Dixie Carter, President of TNA Wrestling. "We could not be more thrilled to have the world's leading wrestling toymaker join the fastest growing professional wrestling brand in the world. We believe that JAKKS' strength in the wrestling action figure genre will help continue TNA's reinvention of pro wrestling."

#### About TNA Wrestling

TNA Wrestling delivers a distinct brand of high-risk, athletic entertainment. TNA's roster includes the biggest names in Wrestling today, such as Kurt Angle, Booker T, Kevin Nash and Christian Cage, as well as the hottest new stars in the business: A.J. Styles, Samoa Joe and the Motor City Machineguns. TNA features the innovative six-sided ring and the high flying X-Division, as well as concept matches such as "Ultimate X," "King of the Mountain," "Six Sides of Steel," "Lethal Lockdown" and "Elevation X," considered the most dangerous match in professional Wrestling. TNA Entertainment, LLC is a privately held company headquartered in Nashville, TN. For more information, visit [www.tnawrestling.com](http://www.tnawrestling.com).

#### About JAKKS Pacific

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(R), Play Along (R), Flying Colors(R), Creative Designs International(TM), Road Champs(R), Child Guidance(R), Pentech(R), Trendmasters (R), Toymax(R), Funnoodle(R), Go Fly a Kite(R), Color Workshop(R), JAKKS Pets(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.jakks.com](http://www.jakks.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.

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