



JAKKS Pacific(R) Presents a Powerhouse Portfolio of Interactive Toys and Games at the 2008 American International Toy Fair

JAKKS(TM) Electronics Roster Includes Next Generation EyeClops(TM) Products, Ulti-Motion(TM) Wireless Motion Gaming System Products and G2: Game Girl(TM) Deluxe Hannah Montana(TM) Plug and Play, Collectible Plush Linking to Neopets.com Discovery Kids(TM)-Branded "Smart" Toys

MALIBU, Calif., Feb 18, 2008 (BUSINESS WIRE) -- JAKKS Pacific, Inc. (NASDAQ:JAKK) is presenting the company's line-up of interactive toys and games to media and buyers attending the American International Toy Fair held in New York City, February 17th-20th. The 2008 electronic toy portfolio from JAKKS Pacific(R) features products for every level of gamer and tech gadget enthusiast, including smart AND fun interactive learning products based on the Discovery Kids(R) brand. It features new expansions of the JAKKS Plug It In & Play(TM) TV Games(TM) line with the Ulti-Motion(TM) wireless motion gaming system, conceptualized in collaboration with Disney(R), and Disney Channel's Hannah Montana(TM) G2: Game Girl(TM) deluxe plug and play game. JAKKS(TM) will also debut its EyeClops(TM) Night Vision Goggles and BioniCam(TM), two extensions of its award-winning EyeClops(TM) Bionic Eye toy, which was nominated for Most Innovative and Best Educational Toys of 2007 by the Toy Industry Association.

"We are excited about the potential for our 2008 interactive portfolio and believe it will appeal to many different consumer groups, ranging from preschoolers to boys, tween girls, adults and everyone in between," said Stephen Berman, President and COO, JAKKS Pacific. "We continue to focus on traditional play patterns intertwined with new technology to make them engaging to today's kids. Our next generation EyeClops BioniCam features portability, a multi-zoom lens and recordable features allowing kids to capture and save their finds on a USB key. The new EyeClops Night Vision Goggles are so cool that practically everyone out there might want a pair."

"With our new Ulti-Motion game system, several titles of which were conceptualized with Disney Consumer Products, we combine the hugely popular motion gaming category with plug and play gaming and toyetic role play accessories especially designed for preschoolers and girls. The G2: Game Girl line takes our TV Games(TM) line to the next level with rich graphics and sounds, tween-centric gameplay, and popular entertainment properties such as Disney's Hannah Montana and High School Musical(TM)."

EyeClops(TM) Night Vision and Bionic Cam(TM)

The Toy Wishes Toy Awards favorite Tech Toy of 2007, EyeClops(TM) Bionic Eye toy also topped many retailer and media Best Toy and Holiday Gift lists in 2007. EyeClops(TM) Night Vision Infrared Stealth Goggles(TM) provides an authentic night vision experience powered by actual infrared driven night vision technology. The EyeClops Night Vision goggles allow visibility up to 20 feet in completely dark environments. SRP \$79.99, available for Fall 2008.

The EyeClops(TM) BioniCam(TM) toy boasts several exciting new features - a multi-zoom lens for 100x, 200x or 400x magnification, a color LCD screen, and clip-on battery pack for portability. It even features a built-in camera and flash drive which captures images and video and can upload them to a computer with the included USB key to be printed, emailed, posted and shared. The EyeClops BioniCam toy can still be plugged into the A/V jacks of any standard television, to display discoveries right on the TV. SRP \$79.99 expected to be available for Fall 2008.

Ulti-Motion(TM)

Ulti-Motion game systems are a new video game concept developed in conjunction with Disney Consumer Products which takes the fun and creativity of interactive play to the next level in a way only Disney can. The new Ulti-Motion(TM) video game line expands upon JAKKS Pacific's award-winning Plug It In & Play TV Games technology by combining toys and role play with one of the most popular trends in video gaming: motion games. The Ulti-Motion game system plugs directly into the A/V jacks of any standard TV, and it contains a number of games or activities along with role play accessories. No additional cartridges are needed.

The Ulti-Motion(TM) Disney(R) line delivers on Disney's preschool brand values including education, adventure, music, art and exploration and will feature hit Playhouse Disney(TM) properties. Titles especially developed for girls inspired by Disney Princess(TM) and Disney Fairies(TM) will also be introduced this Fall.

Also slated for launch this Fall is the JAKKS Ulti-Motion(TM) Swing Zone(TM) line, featuring an all star, multi-sport title including

bowling, tennis, golf, baseball and football.

G2: Game Girl(TM) TV Games

G2: Game Girl(TM) TV Games is a gaming experience designed especially for tween girls featuring the most popular entertainment properties, rich graphics & sounds and a tween-centric gameplay that provides girls with games that are both realistic and inspirational. Driven by the proven, award-winning Plug It In & Play technology from JAKKS (compatible with any standard television and no video game console needed), G2: Game Girl(TM) TV Games boasts high resolution graphics, rich sound and deep gameplay. The sleek, stylish design of the controller and console will look cool in any tween girl's bedroom. The new line is inspired by Disney's hottest tween brands including Hannah Montana(TM) and High School Musical(TM) and it was designed in collaboration with Disney Consumer Products.

With G2: Game Girl, girls can play and hang out with their favorite teen characters, Hannah Montana and the cast of High School Musical! With G2: Game Girl - Hannah Montana and G2: Game Girl(TM) - High School Musical girls can experience firsthand all the fun and drama of the not-so-average teens. With great graphics, hit tunes and gameplay that's both relatable and aspirational for tweens - G2: Game Girl truly delivers. The new G2: Game Girl TV Games will be available in Fall 2008 for a suggested retail price of \$49.99.

Neopets

JAKKS is launching a full line-up of collectible plush, mini figures, playsets and activities with an interactive online component and based on the expansive virtual world of Neopets(R), and its extraordinary characters, found at www.neopets.com. The JAKKS(TM) product line brings the online experience of Neopets, the world's original youth-targeted virtual world, to the real world with a focus on collectible plush toys that tie-in to the extensive variety of Neopets species and characters featured throughout the world of Neopia.

Discovery Kids

The new line of JAKKS products based on the Discovery Kids brand and values, which is expected to be available for Fall 2008, will encourage kids to explore nature, learn about science and technology, develop life skills and expand their creativity and imagination in fun, meaningful ways.

The line includes Discovery Kids Smart Animals(TM) toys that make learning about animals fun! Each 3-inch animal figure features real-feel skin, sculpted footprints and a Discovery Kids logo housing a hidden barcode. Kids can activate the figures with the Discovery Kids Smart Animal Scanopedia (sold separately) for special effects, to reveal facts unique to each animal. It even quizzes kids on their knowledge of animals! The Smart Animal Scanopedia is an electronic animal encyclopedia that not only scans any Discovery Kids Smart Animal figure, but can also be used on its own to reveal a world of information about animals, maps and other fun activities. Suggested retail price of \$29.99 for Scanopedia & \$4.99 - \$12.99 for Smart Animal figure packs sold separately.

JAKKS' 2008 Interactive line-up is available for media to preview at JAKKS Pacific's new New York City showroom by appointments only. Please contact publicrelations@jakks.net for more information.

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(R), Play Along (R), Flying Colors(R), Creative Designs International(TM), Road Champs(R), Child Guidance(R), Pentech(R), Trendmasters (R), Toymax(R), Fun noodle(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.

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