



Enchanting and Magical Disney Fairies & Tinker Bell(TM) Pretend Play Products Now Available at Retail

--- Walt Disney

Pictures "Tinker Bell" Blu-Ray Disc(TM) Hi-Def & Disney DVD Release Fuels the Magic ---

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Tinker Bell and other magical **Disney Fairies(TM)** characters come to life for the holidays with the newest line of *Disney Fairies* role play and dress-up toys from the CDI division of [JAKKS Pacific, Inc.](#) (Nasdaq: JAKK) and **Disney Consumer Products**. The captivating line is inspired by the new and immensely popular animated film, *Tinker Bell*, now on Disney DVD and Blu-ray Disc(TM), which sold 2 million copies in the first week. Featuring beautiful fairy dresses, shoes, halos, interactive pretend play products and more based on Tinker Bell and the entire cast of *Disney Fairies* characters, little girls can now become their favorite *Disney Fairies* characters at home and embrace the magical world of Pixie Hollow as they discover the story.

The all new **Disney Fairies Tinker Bell** role play and dress-up toy line is now available at retailers nationwide for the 2008 holiday season and includes:

The [Tink's Talking Cafe\(TM\)](#) is the perfect place for pixie play! Turn on the flower-shaped faucet to hear running water sounds. Fill up the teapot, then put it on the "burner" and hear magical bubbling and whistling sounds to have a tea party for all the fairies. Turn the oven knob to hear fairy phrases in the actual voice of Tinker Bell from the movie! Pretend to bake some tasty treats for your pixie party, then display the goodies on the built-in leaf shelves. The *Tink's Talking Cafe* includes 13 accessories, plus interchangeable menu pages and a bonus light-up lantern. Suggested Retail Price \$69.99; available exclusively at [Toys"R"Us](#).

Fairies are all about friendship and fun. What better way to have fun with fairy friends than styling Tinker Bell's hair? The **Style-N-Share Tink(TM) Styling Head** allows every little girl to play beauty salon with the ultimate pixie pal -- Tinker Bell! Since friendship is all about sharing, the *Style-N-Share Tink Styling Head* includes fun wear and share accessories. Tinker Bell's wings and hair clips can be worn by her little stylist and Tinker Bell's necklace doubles as a very special bracelet for a very special friend. Suggested Retail Price \$19.99

No pixie play date is complete without dazzling dresses! **Tinker Bell & Friends(TM)** dresses are a complete line of fabulous frocks full of flowering fantasy. Each dress in the collection represents one of the magical characters in the film. The *Tinker Bell* dress, in classic green, will inspire girls to think happy thoughts and believe in the power of their talents. The *Silverblossom* dress is bedecked in bedazzling blue, while the *Rosetta* dress is rosy pink. The *Iridessa* dress is lovely and luminous in light yellow, and the *Fawn* dress is lively in vivid tones of orange. *Tinker Bell & Friends* dresses come with deluxe, removable fairy wings. Suggested Retail Price \$19.99

The *Disney Fairies Tinker Bell* line of dress-up and role play toys has tons of fairy-themed accessories to make every pixie feel magical. Mix & match fairy dress-up sets, playdate-perfect tea sets, glittery slippers, and pixie purses just to name a few.

The **Talk-N-Glow(TM) Lantern** is the perfect companion for adventures with your pixie pals. Its flower and vine styling embodies the essence of wonderful woodland creatures. Just twist the top to see glittering lights and hear phrases said by the actual voice of Tinker Bell from the *Tinker Bell* movie. Suggested Retail Price \$12.99

The **Tink's Sparkling(TM) Tea Set** includes everything needed for a delightful afternoon for a pixie party of four. The leaf-shaped tray holds the teapot as well as the creamer and sugar containers. The flower-petal plates and tulip cups serve four fairy friends! The *Tink's Sparkling Tea Set* includes over 15 pieces in all. Suggested Retail Price \$12.99

For more information on Walt Disney Pictures *Tinker Bell*, visit www.disneyfairies.com.

About Disney Fairies

Launched just three years ago, the franchise generated \$800 Million in 2007 global retail sales at Disney Consumer Products and boasts a thriving publishing and lifestyle merchandising program. Disney Fairies is rooted in Disney's rich heritage of children's storytelling. The franchise builds upon the enormous popularity of Tinker Bell and introduces girls to her secret,

magical world and a new circle of enchanting fairy friends - each with an incredibly diverse talent, personality and look. Launched just three years ago, the franchise generated \$800 Million in global retail sales in 2007 and boasts a thriving publishing and lifestyle merchandising program. To date, nearly 12 million Disney Fairies books have sold globally across 56 countries; Disney Fairies magazines have sold 3 million copies in 27 countries and an array of products from apparel and toys to electronics, home decor and stationery has extended storylines into many girls' homes around the world. Fans have created 8 million personalized Fairy avatars that can now take flight in the virtual world of *Pixie Hollow* (www.PixieHollow.com). The Disney Fairies franchise is also supported by Disney Parks & Resorts and Disney Live - guests can meet and greet Tinker Bell and the Disney Fairies at new attractions in Disneyland and Walt Disney World, or watch them on tour in the Disney On Ice *Worlds of Fantasy* show. A series of four animated films is planned for release on Disney DVD and Blu-Ray beginning with *Tinker Bell* which will also release theatrically in select international markets. In the U.S. *Tinker Bell* will also mark its television debut on Disney Channel in November 2008. Fans can learn more about Tinker Bell and her Disney Fairies friends at www.disneyfairies.com.

About JAKKS Pacific, Inc.

JAKKS Pacific, Inc. (NASDAQ: JAKK) is a leading designer and marketer of toys and consumer products, with a wide range of products that feature some of the most popular children's toy licenses in the world. JAKKS' diverse portfolio includes 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, sold under various proprietary brands including JAKKS Pacific(R), Play Along(R), Flying Colors(R), Creative Designs International(TM), Road Champs(R), Child Guidance(R), Pentech(R), Funnoodle(R), Go Fly a Kite(R), Color Workshop(R), JAKKS Pets(TM), EyeClops(R), Plug It In & Play TV Games(TM), Kids Only(R) and Tollytots(R). JAKKS is an award-winning licensee of several hundred nationally and internationally known trademarks including Disney, Nickelodeon, Warner Bros., World Wrestling Entertainment, Ultimate Fighting Championship, Graco and Cabbage Patch Kids. 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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