



## **POOF(R)- Slinky(R) Grants JAKKS Pacific International Distribution Rights**

MALIBU, Calif., Jun 23, 2009 (BUSINESS WIRE) -- [POOF\(R\)- Slinky\(R\)](#), makers of the ever popular Slinky(R) toys, has named leading toymaker [JAKKS Pacific, Inc.](#) (NASDAQ: JAKK) as its exclusive international distributor outside of North America (excluding United Kingdom, Australia, New Zealand, and Mexico). Both JAKKS and POOF-Slinky are licensees of Disney Consumer Products. Under the new agreement, JAKKS has the distribution rights to the entire POOF-Slinky portfolio, which includes Slinky(R) Dog toy that appears in Disney\*Pixar's Toy Story films, including the upcoming and highly-anticipated Toy Story 3, and other products such as The Slinky(R), coloring and activity books, action toys, table top games and more.

"We are excited to add POOF-Slinky to our robust portfolio of JAKKS(TM) products worldwide," said Carmine Russo, Executive Vice President of International Sales & Marketing for JAKKS Pacific. "Our International Sales team will work closely with POOF-Slinky to build on the foundation we've already established across the world, and to maximize opportunities available to us with their strong relationships of over 60 years."

"We are looking forward to JAKKS maximizing opportunities for the POOF-Slinky portfolio around the world, especially as they relate to the upcoming Toy Story movies," said Ray Dallavecchia, President, POOF-Slinky. "Given JAKKS relationships with retailers in many International territories we believe we will be able to bring Slinky to a whole new generation of kids."

### **About POOF-Slinky**

POOF(R)- Slinky(R), Inc. is the exclusive manufacturer of POOF(R), Slinky(R), Ideal(R), and Innovative by Nature(R) Brand Toys. The company has been in business for over 60 years serving customers around the globe. Poof product lines offer timeless classics, such as the Original Slinky(R), table-top games, and wood construction sets. Over 400 products in total! The company is committed to providing safe, innovative, and classic toys.

### **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), Child Guidance(R), Color Workshop(R), Creative Designs International (TM), Disguise(TM), EyeClops(R), Flying Colors(R), Funnoodle(R), Girl Gourmet(TM), Go Fly a Kite(R), JAKKS Pets(TM), Kids Only(R), Pentech(R), Play Along(R), Plug It In & Play TV Games(TM), Road Champs(R) and Tollytots(R). JAKKS is an award-winning licensee of several hundred nationally and internationally known trademarks including Cabbage Patch Kids, Disney, Graco(R), Nickelodeon, Ultimate Fighting Championship, Warner Bros., World Wrestling Entertainment. 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. © JAKKS Pacific, Inc. All Right Reserved.*

SOURCE: JAKKS Pacific, Inc.

JAKKS Pacific, Inc.

Genna Rosenberg, 310-455-6235

[Gennar@jakks.net](mailto:Gennar@jakks.net)

or

Anne-Marie Feliciano, 310-455-6245

[Anne-marief@jaks.net](mailto:Anne-marief@jaks.net)

Copyright Business Wire 2009