



JAKKS Pacific Unveils New and Improved EyeClops(R) Night Vision Goggles, Handheld Mini Projector, and Stellar Electronics Line-Up for Holiday 2009

A big screen experience in the palm of your hand with EyeClops(R) Mini Projector, Big Action with Big Buck Hunter(R) TV Games, and more Critics Weigh In on the Line-Up

MALIBU, Calif., Aug 27, 2009 (BUSINESS WIRE) -- **JAKKS Pacific, Inc. (Nasdaq: JAKK)** created the Plug-It-In-and-Play TV Games(R) category in early 2002 and has since delivered a vast portfolio of award winning electronic products incorporating cutting edge technology at mass price points. JAKKS extends the innovation for 2009 with its new and improved **EyeClops(R) Night Vision 2.0 Goggles**, its tiny handheld **EyeClops(R) Mini Projector**, and an entire lineup of TV Games(TM) products that incorporate accelerometer-driven motion technology and the latest trends in gaming at low price points.

"With our 2009 Interactive line-up, we are taking consumer electronics that are typically expensive and out of reach for most families and making them available in the toy aisle with fun, playable features and at an affordable price," said John Ardell, Senior Vice-President of Interactive, JAKKS Pacific, Inc. "We are very sensitive to how the tough economic environment is affecting families. The *EyeClops Mini Projector* is a big screen entertainment experience that is portable and affordable. Now families can have movie nights at home over and over for the price of a family night out."

EyeClops(R) Mini Projector

Ever wish you could watch movies on your bedroom ceiling or have a "drive in" movie night at home with your friends? Play video games outside in a backyard tent? Project your family vacation videos and slideshows on the side of your house so the whole family can get in on the fun? Enjoy your favorite movies while camping? Now it's possible with the *EyeClops Mini Projector*, a big screen TV experience that fits in the palm of your hand.

Cat Schwartz, eBay Gadget & Toy Director said of the EyeClops Mini Projector, it is "cool, easy to use and the right price - adults are going to want one, too!"

"Bring the drive-in theater into your living room or project the big game in your backyard. Tons of fun and a great value for the whole family," added Elizabeth Werner, Chief Toy Officer, iVillage.com.

The *EyeClops Mini Projector* is pocket-sized and lightweight, so you can take it anywhere indoors, outdoors and on-the-go, and it uses high powered LED illumination to project movies, television shows, video games and more up to 60 inches in size from any multi-media device: DVD players, MP3 and video players, digital cameras, video game consoles - including JAKKS' own Plug It In & Play TV Games(TM) products! You can even route your cable or satellite box through the Mini Projector and watch the big game outside while you BBQ! Included battery pack runs on "D" batteries and provide 5+ hours of life, or one can get unlimited power with the included DC adapter. Ages 8+ Suggested retail price: \$99.99

EyeClops(R) Night Vision 2.0 Goggles

In 2008, the *EyeClops Night Vision 2.0 Goggles* received multiple toy awards, including nominations for *Boys Toy of the Year* and *Most Innovative Toy of the Year*. For 2009 *EyeClops Night Vision 2.0* retails for \$20 less than last year and will deliver an improved, action-styled, hand-held design and the power to see with both eyes! And, of course, the new handheld *Night Vision* allows visibility up to 50 feet in complete darkness. Covert operations...nocturnal maneuvers...with *EyeClops Night Vision*, kids rule the night! Ages 8+ Suggested retail price \$59.99

"Thankfully the second gen is not only cheaper and better, but lets you look creepy in comfortable binocular style," said Gizmodo.com, August 2009

"JAKKS Pacific continues to chug along with some nifty plug-and-play gaming devices that show the company's advancing technologies...as well as some toys that make me wish I was growing up a kid in this day and age," IGN.com, August 2009

Big Buck Hunter(R) Pro TV Games

Lock and load as the #1 arcade hunting game comes to the *Plug It In & Play TV Games* lineup! In addition to its authentic

arcade action and pump action gun styling, JAKKS(TM) *Big Buck Hunter Pro TV Game* blasts the competition and is the only shooting game in the toy aisle to work on all standard and flat screen televisions! Ages 8+, Suggested Retail Price: \$39.99.

"The hardware is solid, the graphics are impressive for a self-contained TV game, and the technology works well. This entire package is \$40, which means this is likely going to be a big seller for the holidays," ArsTechnica.com, June 2009

TV Games Motion(TM)

TV Games Motion(TM) games are a new video game line that combines JAKKS(TM) *Plug It In & Play TV Games* technology with real accelerometer technology powering one of the most popular trends in video gaming: motion games. With the reactive motion controller, the gamer's moves control the on-screen action as characters replicate their movements in real time on the TV screen when they jump, wave, and move around. The controller plugs into the A/V jacks of any standard TV and contains multiple games in each controller, and no additional consoles or cartridges are needed.

"If you have a SpongeBob(R) maniac in your house and are looking for something new, try the [SpongeBob TV Motions Plug N Play Game](#)," said Momfinds.com, August 2009.

Landing on shelves this fall, the TV Games Motion lineup includes Star Wars: Clone Wars, SpongeBob SquarePants, Spider-Man, Disney Fairies, and Power Rangers Ages 5+, Suggested Retail Price: \$29.99.

TV Games Sing Scene(TM)

JAKKS brings the hot trend of music gaming to plug and play with the new *Sing Scene(TM)* line, which delivers a premium music game experience contained in a single plug and play microphone. Sing to the hottest licensed Pop, Rock and Country hits built right inside the microphone! Featuring the same voice & pitch scoring software that's in popular console music games, players can compete to hit the right notes to rock out and win! Includes hits made famous by Rihanna, Fall Out Boy, Alicia Keys, Carrie Underwood, Toby Keith, Taylor Swift and many more! As with all TV Games products, no additional consoles or cartridges are needed. Ages 8+, Suggested Retail Price: \$29.99.

The new *EyeClops* and *TV Games* products are now available at specialty and mass retailers. For more information, please go to www.eyeclops.com and www.tvgames.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(R), EyeClops(R), Plug It In & Play TV Games(TM), Girl Gourmet(R), Kids Only(R), Tollytots(R) and Disguise. JAKKS is an award-winning licensee of several hundred nationally and internationally known trademarks including Disney(R), Nickelodeon(R), Warner Bros.(R), World Wrestling Entertainment(R), Ultimate Fighting Championship(R), Graco(R) 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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