



Disguise Halloween Costume Company Awarded "Vendor of the Year" by Spencer Gifts LLC

MALIBU, Calif., Mar 30, 2009 (BUSINESS WIRE) -- JAKKS Pacific, Inc. (Nasdaq:JAKK) announced today that its Halloween costume division, Disguise(TM), received the "Vendor of the Year Award" from Spencer Gifts LLC for its partnership and outstanding, innovative contribution to both its Spencer's and Spirit Halloween Divisions. Spencer's is a lifestyle retail brand that has focused on delivering humor and enjoyment to peoples' lives for over 50 years. Spirit Halloween is the leading national seasonal Halloween retailer and has been bringing the joy and fantasy of Halloween to communities around the nation for over 25 years.

Spencer's "Vendor of the Year Award" is based on innovative products, new licenses, service level including in areas of shipping and delivery, and strategic, individualized approaches to growing sales and profit.

"We are honored to receive the "Vendor of the Year Award" from Spencer's for our work with both its Spencer's and Spirit Halloween divisions," said Joe Anton, Co-President, Disguise. "Disguise has always put fashion first, and we strive to combine popular trends from the apparel industry into our Halloween business. It has been a pleasure collaborating with the entire Spencer's/Spirit team on unique Disguise(TM) programs to make Spencer's and Spirit stores the ultimate Halloween destination for families and to maximize sales for both organizations."

"Spencer's Vendor of the Year Award is based on a vendor's ability to bring innovative products and new licenses to market and the Vendor of the Year award is only given to a vendor who provides the highest level of service in terms of on-time delivery. Disguise brings a strategic and individualized approach to growing our sales and profitability," says Tony Graziosi, Sr. Vice President/General Merchandise Manager. "They are an outstanding resource for us."

About Spencer Gifts LLC

Spencer Gifts LLC, a lifestyle retail company, operates 2 unique, national brands, Spencer's and Spirit Halloween throughout the United States, Canada and online.

Spencer's a retail icon, has been focused on delivering humor and enjoyment to peoples' lives for over 50 years. Specializing in innovative, humorous and unique merchandise, Spencer's is the mall destination for entertainment, excitement and fun for its core Generation-Y guest. Spencer's operates over 600 stores throughout the United States, Canada and online at SpencersOnline.com

Spirit Halloween is rapidly growing as the national destination for everything you can imagine for Halloween. For over 25years Spirit has been offering one-stop shopping for all your Halloween needs specializing in unique, entertaining and exciting merchandise for Halloween enthusiasts. In 2009 Spirit Halloween will operate over 700 locations in strip centers and malls across the United States.

About Disguise

Disguise is a leading fashion-driven design company in the global costume business, offering the trendiest styles for both everyday costume play and Halloween. Headquartered in San Diego, CA, Disguise partners with top studios and retailers to bring millions of costumes to the American market each year. In December 2008, Disguise was acquired by leading toymaker, JAKKS Pacific, Inc. As a leading supplier of licensed character-driven Halloween costumes in American retailers, it's true that "Halloween is not complete without a great Disguise."

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?, Child Guidance?, Color Workshop?, Creative Designs International(TM), Disguise(TM), EyeClops?, Flying Colors?, Fun noodle?, Girl Gourmet(TM), Go Fly a Kite?, JAKKS Pets(TM), Kids Only?, Pentech?, Play Along?, Plug It In & Play TV Games(TM), Road Champs? and Tollytots?. JAKKS is an award-winning licensee of several hundred nationally and internationally known trademarks including Cabbage Patch Kids, Disney, Graco?, 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.

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.

? 2009 JAKKS Pacific, Inc.

SOURCE: JAKKS Pacific, Inc.

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