

PLAYMATES TOYS LAUNCHES THRILLING NEW TOY EXPERIENCES AT TOY FAIR 2009



COSTA MESA, CA (October 5, 2009) - At the 2009 Dallas Toy Fair, Playmates Toys Inc., a leader in creating imaginative and innovative toy experiences and sustaining evergreens, will launch many thrilling new additions to their established properties, in support of highly successful entertainment brands and toward the debut of several new branded toy lines.

Girls

iCARLY - Get Hooked up with the #1 Kids Live Action Show Today

Playmates Toys continues its partnership with Nickelodeon on its hit live-action TV series, iCARLY. On the recipient of the 2009 *Kids' Choice Award* for "Favorite TV Show," Carly and her friends, Sam and Freddie, host a self-created, hilarious web show. By popular demand, Playmates rolls out a refreshing new line of show-inspired, humor-driven gadgets and accessories that will surely keep fans of all ages giggling. Straight from their favorite show comes the RANDOM DANCE POD, a dance party that fits in your backpack, and generates three different dance games! Trendy tweens already love to dress their Carly Fashion Figure, and in 2010, they can dress and play with her co-host Sam's very own 10" CHAT 'N CHANGE FASHION FIGURE. And delivering real show experiences, girls can now play with all of their FASHION SWITCH FIGURES on the Galini's Bakery Playset. Home of Mr. Galini's famous coconut cream pie on the show, Galini's Bakery Playset features a real working pie display and all the accessories to complete your pie experience.

H20: JUST ADD WATER - The Australian Sensation Swims up to our Shores

The H20: JUST ADD WATER fashion dolls from Playmates Toys are based on the television series produced by Jonathan M. Shiff Productions about three sixteen year old girls from Australia's Gold Coast - Emma, Cleo, and Rikki - who stumble upon an ancient cavern and discover that they have become mermaids with magical powers. In 2010, girls can dress Emma, Cleo, and Rikki in new beachwear and accessories with the NO ORDINARY GIRL dolls (Approximate retail price: \$9.99). In fall 2010, new ball gown fashions will debut with the FIN FABULOUS dolls (\$16.99), as well as the Juice Net Café playset, where the dolls help recreate special moments from the story at one of the girls' favorite hangouts.

MY PIXIES - Journey into the Fascinating World of My Pixies

Take a delightful journey into the enchanting new world of MY PIXIES dolls and soar into their online fantasy land at www.MyPixiesWorld.com. The My Pixies portal will come to life in a rich, lush experience for little girls everywhere. It's filled with many fascinating lands populated with magical pixies and their pixie friends - experienced through CGI animation, games, activities, storybooks, unlockable surprises and more. Meet our first two scrumptious and endearing My Pixies dolls, Lilli



Lollipop and Kaci Cotton Candy from Sweet Treats Lane. Pixie friends abound with the MY PIXIE PETS and the My Baby Pixies CUPCAKE COLLECTION. Explore the enchanted lands with your magnificent and sparkling My Pixies role play wings. It's all so irresistible! So take a magical everlasting journey into My Pixies World and all your childhood wishes will come true. Dolls and www.MyPixiesWorld.com launching spring 2010.

RAINBOW BRITE - Make the World a Brighter Place & Come to Rainbow Land

Millions of moms who became inspired by Rainbow Brite's cheerful persona in the 80's can now share their favorite childhood friend with their little girls. RAINBOW BRITE blasts back on the doll scene with a vibrant makeover and an online playground, continuing to delight children with her empowering and imaginative adventures as she spreads her positive messages of courage, kindness, and hope! Rainbow always makes your your world a little brighter, especially with her new animated webisodes, online activities and games premiering at www.rainbowbrite.com starting this October 2009 with new dolls from Playmates Toys following in spring 2010!. The newest fashion doll collection is led by RAINBOW BRITE herself and flanked by her two loyal friends Moonglow and Tickled Pink. These gorgeous 10" DELUXE DOLLS sport signature Rainbow fashions with magical accessories in the belt, cuffs and really cool boots! Rainbow Brite and friends can also experience whimsical adventures with their companion horse friends; Starlite, Shimmer and Sunriser. Both the dolls and their horses feature long, colorful hair for endless hours of hair play. The larger iconic 15" Rainbow Brite doll brings the warmth and nurturing play pattern of Rainbow to the younger fans and the adorable Sprite friends appear. They are colorful, cute and cuddly with an endearing little magical tinkle. Make the World a Brighter Place and come to Rainbowland. United Media, a leading independent licensing and syndication company, has been working with long-time partner Hallmark to build a licensing program in support of Rainbow Brite.

Boys

SHREK - SHREK FOREVER AFTER- In Theaters May 21, 2010

In May 2010, Shrek will embark on an all new adventure in the highly anticipated fourth installment of the #1 animated franchise of all time, *Shrek Forever After*. For the first time ever, Playmates Toys delivers the full Shrek experience through a complete World of Shrek toy line that captures the humor and energy that makes the Shrek franchise so popular, complete with the whole world of Shrek: his friends and adversaries, his hilarious adventures and misadventures. Hitting retail shelves May 1st, the toy line will include multiple sets of Shrek mini figures, including the Shrek Ogre Attack Ball and the new ogre army; stylized and chunky swamp figures that come in ooze-filled containers. Kids will get a real treat with edible worms and bugs they create with the Shrek Bug and Grub's activity set. Dolls, humor-filled talking plush, and deluxe feature roaring Shrek will round out the line and deliver the experience of humor, fantasy and fun that is only Shrek.

LUCHA LIBRE AAA -The Ultimate Wrestling Property Invades the USA in 2010

Lucha Libre AAA has been an unstoppable phenomenon in Mexico for over 17 years. Loved by fans of all ages, only LUCHA LIBRE AAA delivers the high-flying action and outlandish antics of Mexico's beloved Luchadores. With almost 50 million Hispanic-Americans in the U.S. and an already established professional wrestling fan base, Lucha Libre AAA is a rapidly-growing success on this side of the border. In anticipation of the North American expansion of Lucha Libre AAA, Playmates Toys Inc. will launch an officially-sanctioned line of Lucha Libre AAA USA toys and collectibles for kids and collectors alike in August 2010. The line will include highly-detailed and fully-articulated Luchador action figures in two scales, authentic role-play masks and championship belt and the signature hexagon ring as featured at



Lucha Libre AAA events. Cookie Jar Group's licensing division, Copyright Promotions Licensing Group, will help launch numerous cornerstone categories at mass in Fall 2010.

INAZUMA-OH! - Lighting Fast, High-Performance

Playmates Toys blasts back on the vehicle scene with INAZUMA-OH! Capturing a Japanese flavor, the name Inazuma-Oh means "Lightning King" and this vehicle line delivers on LIGHTNING FAST, HIGH-PERFORMANCE ACTION that kids can collect, build, race and battle. Each Battle Deck vehicle comes complete with three decks that house a powerful body, ultra fast pull back powered engine, and armor piercing weapon. Stack and snap the three decks together and you've created your own unique racing rig ready for battle! Mix, match and trade the different parts to create your very own customized vehicle that's ready to challenge for the INAZUMA-OH title. Racing onto retail shelves in January, the line-up will feature a single-pack assortment of 10 battle ready vehicles, a two-pack assortment of vehicles and the high-octane Kibagurui Battle Track playset that comes with an exclusive vehicle.

HERO: 108 - Battle, Compete, Collect

In January 2010, Cartoon Network USA will premiere *HERO:108*, a new 52:11 animated series blending high action and comedy. *HERO:108* takes place in the Hidden Kingdom, where the evil High Roller has turned the animals against the humans. The only chance to restore peace comes in the form of First Squad, an elite team of heroes dedicated to protecting the humans and winning back the Kingdom. Capitalizing on this brand new series, Playmates Toys Inc. will launch a complete line of fun and innovative toys and games, hitting retail shelves in August 2010. Highlighting the launch will be 24 action figures of all your favorite heroes and villains, each coming with a series of gaming cards and a free-rolling turtle or chameleon vehicle that contains an innovative gaming feature for hours of battling fun. In addition to action figures, kids will be able to act out what they see in the show through multiple themed play sets and accessories. Playmates Toys will also be linking their toys to the *HERO:108* MMOG and online games that will roll out in 2009 and 2010. *HERO:108* is a co-production of Cartoon Network International, Gamania Digital Entertainment, and Moonscoop Entertainment, who also represent the brand for broadcast and L & M worldwide.

GORMITI- The Invincible Lords of Nature Return

The GORMITI phenomenon continues to grow in the U.S. as the Gormiti animated television series premieres on CARTOON NETWORK on October 5, 2009. The series, produced by Marathon Media, follows a group of kids that magically transform into powerful Gormiti when they are transported into the heart of the battle raging between warring tribes on the "Island of Gorm". Playmates Toys and Giochi Preziosi prepare to unveil an all new line up of collectible figures and accessories at the Fall Toy Preview. Globally, Gormiti sales have topped \$250 million and more than 100 million action figures have been sold to date. With the 2010 product offering from Playmates Toys and Giochi Preziosi, including over 90 new miniature figures, special feature action figures, mechanical action playsets and role play toys, boys can collect literally hundreds of characters, build and accessorize their own battlefield and recreate the epic struggle between the evil volcano warriors and the people of the earth, air, forest and sea.

STAR TREK - Live Long and Prosper

With nearly 40 years of heritage in the STAR TREK franchise, Playmates will build on the excitement generated by the blockbuster *STAR TREK* movie directed by J.J. Abrams with an offering of new toys and collectibles based on the 2009 movie and the classic original series catalyst *STAR TREK*. In addition to new waves of 3.75" action figures, role play accessories and iconic vehicles two new segments will be introduced in the movie line that should appeal to both the long time fan and the younger fans alike. The STARFLEET DEFENDER line includes a full array of movie characters articulated in small-scale in



dynamic animated-style action poses. Collectible iconic mini space ships from the 2009 movie include the U.S.S. Enterprise, the U.S.S. Kelvin, and the Narada. And for the first time ever, Playmates will introduce 3.75" GALAXY EDITION action figures and diorama's based on the classic Star Trek series. These figures will be highly detailed with authentic life-like likenesses and feature over 16 points of articulation. Iconic scenes from the most popular episodes will be depicted in two-figure pack dioramas. So jump on the U.S.S. Enterprise and Live Long and Prosper with the STAR TREK products for young and older.

TEENAGE MUTANT NINJA TURTLES - Mutant Turtles THRIVE

Turtle Power is in full force with the dynamic 2010 line of TEENAGE MUTANT NINJA TURTLES toys available exclusively at Toys R Us. After a quarter of a century, kids of all ages still love to play with Leonardo, Michelangelo, Donatello, and Raphael. A brand new live action movie that traces the Turtles back to their origins is in the works and is tentatively slated for October 2011, with Galen Walker (*TMNT*) and Scott Mednick (*300*) producing. The product line will reflect the special blend of action and humor which makes this franchise so unique and popular. Playmates will introduce new products and re-introduce original products and packaging to focus on the retro style which first popularized the TMNT in the late 1980's and early 90's. ORIGINAL MOVIE STAR FIGURES of all four Turtles will be available, along with the Classic Party Van, Sludge Runners and Ninja Gear Role-Play in Retro Packaging. In addition, fall 2010 will see the launch of the CLASSIC COMIC BOOK FIGURES as seen in the very first comic book from 1984. Cowabunga!

YU-GI-OH! Unite to Duel!

YU-GI-OH! evolves into an evergreen franchise with consumer engagement and integration across multiple boy-targeted platforms including anime, animation, trading card games, and toys. Japanese manga artist Kazuki Takahashi continues to deliver new high action visuals and storytelling. *Yu-Gi-Oh! 5D's* currently airs on *TheCW4Kids* Saturday morning program block and on Cartoon Network six days a week. The trading cards broke the *Guinness World Record* for selling 22.6 billion trading cards, making it the all time #1 selling card game in the world! Playmates Toys has developed a complete and complementary toy line based on the newest *Yu-Gi-Oh! 5D's* TV series and related Trading Card Game. Through the toys and TCG cards, players can duel in exciting games against the monsters of the Yu-Gi-Oh! universe. For the avid TCG gamer, Playmates introduces Yusei's wrist dealer that houses a complete deck of Yu-Gi-Oh! trading cards and deals one at a time, just like the authentic DELUXE DUEL DISK as seen in the show. Deluxe 2-packs feature Jack and Yusei's D-Wheel's cycles with exclusive removable Jack and Yusei action figures in 6" formats. Additionally fully articulated feature-driven figures fill out the 6" scale for popular Yu-Gi-Oh! characters. The smaller 2.5" action figures allow kids to interact with the Yu-Gi-Oh Figure Reader via resistor technology. This highly portable Figure Reader encourages collectability by electronically housing all scanned 2.5" figures and also features fun battling and race games. Available spring 2010. UNITE TO DUEL!

DINOSAUR KING Roars, Battles and Expands in 2010

Playmates Toys' lineup of DINOSAUR KING three-inch collectible figures continues to expand along with its growing fan-base. With more than 40 figures currently available and another 48 figures to be issued in 2010, kids all over the world are having a blast collecting all the different species of dinosaurs based on the hit property and animated series from 4Kids Entertainment, Sega and Sunrise Studio. Playmates Toys continues to further develop the line in 2010 with such extensions as role play card holders and readers, deluxe transforming dinosaurs and action-packed playsets compatible with the three-inch figures. Fans of the *Dinosaur King* TV series on Saturday mornings on The CW Network can plan on enjoying new episodes throughout 2010.



About Playmates Toys Inc.

For over 40 years, Playmates Toys, Inc., has been among the most well respected and innovative marketing and distribution companies in the global toy industry with a proven history in the creation of innovative and imaginative products as well as the development and management of profitable, long-term brand franchises. Key brands include Paramount Studios/CBS STAR TREK, Warner Bros. TERMINATOR: SALVATION, 4Kids Entertainment/Mirage Licensing's TEENAGE MUTANT NINJA TURTLES, 4Kids Entertainment's YU-GI-OH! & DINOSAUR KING, Nickelodeon's iCARLY & H2O: Just Add Water, DISNEY FAIRIES and Hallmark's RAINBOW BRITE. From its offices in Hong Kong, China and the United States, Playmates designs, develops markets and distributes its products in over 60 countries worldwide.

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