

Nickelodeon Announces JAKKS Pacific As Master Toy Licensee for Innovative Girls Brand: Winx Club

Multi-Territory Deal Includes Winx Club Dolls, Playsets, Role Play and Dress-Up Products, To Headline JAKKS' Girls Division for 2012

LAS VEGAS, June 14, 2011 /PRNewswire via COMTEX/ --

Nickelodeon and JAKKS Pacific, Inc. (Nasdaq: JAKK) today announced from the Licensing International Expo in Las Vegas, NV a multi-territory master toy license agreement for JAKKS Pacific to manufacture, distribute and market a line of toys and other products based on the animated action and fantasy series, *Winx Club*. The JAKKS Pacific *Winx Club* product line is scheduled to launch in Fall 2012 to coincide with the premiere of the brand new CGI episodes of *Winx Club* on Nickelodeon and will span multiple categories, including dolls and playsets, role play, dress-up and Halloween costumes.

"The *Winx Club* is a great opportunity for us to bring engaging entertainment to our young girl audience," said Leigh Anne Brodsky, President, Nickelodeon Consumer Products. "The JAKKS Pacific product line will reflect the guiding principles of the *Winx Club* that appeal to girls: self-expression, friendship, adventure, magic and fashion."

Stephen Berman, President and CEO of JAKKS Pacific states, "We are thrilled to be the master toy partner for Nickelodeon on their innovative new brand, *Winx Club*. We are looking forward to bringing a comprehensive line of products to market, full of the positive messages and girl empowerment that *Winx Club* epitomizes. *Winx Club* is an exciting new initiative for JAKKS for 2012."

Winx Club is an international billion-dollar franchise, and this new agreement makes JAKKS Pacific the master toy licensee for *Winx Club* in the U.S., Canada, United Kingdom, Australia, New Zealand, Chile, Colombia, Ecuador, Mexico, Panama, Peru and Venezuela.

JAKKS Pacific has a long, successful history and strong partnership with Nickelodeon, producing toys and other products based on top Nickelodeon properties such as *SpongeBob SquarePants*, *Dora the Explorer*, *Diego*, *Blue's Clues*, *SLIME*, and more. *Winx Club* is an animated action and fantasy series set in the mystical dimension of Magix, where three schools educate modern fairies, witches and supernatural warriors from all over the universe. Bloom, a young fairy in training from Earth, and five of her schoolmates form the *Winx Club* to combat their arch enemies. *Winx Club* first debuted in Italy six years ago and quickly became an international hit and even gave rise to a CG feature film.

Winx Club features positive role models for girls featuring strong heroines that girls can aspire and relate to. The *Winx Club* characters embody themes of girl empowerment by using their strengths, smarts and magical powers to defeat evil while focusing on the importance of friendship and teamwork.

Nickelodeon is scheduled to begin airing *Winx Club* in the U.S. in June 2011. *Winx Club* is a co-production with Rainbow S.p.A. and Nickelodeon, and it is produced in Italy.

About Nickelodeon Consumer Products

Nickelodeon Consumer Products manages the world's number-one TV-based licensing business, representing leading properties such as *SpongeBob SquarePants* and *Dora the Explorer*, and managing merchandising for Nick Jr., Nickelodeon, Comedy Central, MTVN International, and Spike TV.

Nickelodeon, now in its 32nd year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books, and feature films. Nickelodeon's U.S. television network is seen in more than 100 million households and has been the number-one-rated basic cable network for 16 consecutive years. For more information or artwork, visit <http://www.nickpress.com/>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NYSE: VIA, VIA.B).

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 brands and children's toy licenses in the world. JAKKS' diverse portfolio includes Action Figures, Electronics, Dolls, Dress-Up, Role Play, Halloween Costumes, Kids Furniture, Vehicles, Plush, Art Activity Kits, Seasonal Products, Infant/Pre-School, Construction Toys and Pet Toys sold under various proprietary brands including JAKKS Pacific®, Creative Designs International™, Road Champs®, Funnoodle®, JAKKS Pets™, Plug It In & Play TV

Games™, Kids Only!™, Tollytots® and Disguise™. JAKKS is an award-winning licensee of several hundred nationally and internationally known trademarks including Disney®, Nickelodeon®, Warner Bros.®, Ultimate Fighting Championship®, Hello Kitty®, Graco®, Cabbage Patch Kids® and Pokemon®. <http://www.jakks.com/>

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SOURCE Nickelodeon