



Press Release

FOR IMMEDIATE RELEASE

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CATS AND DOGS TAKE OVER FINANCIAL MARKETS

***American Kennel Club and Cat Fanciers' Association
Lend a Paw to Ring NASDAQ Opening Bell
On October 14, 2009***

New York, NY– American Kennel Club® (AKC) and Cat Fanciers' Association® (CFA) announced today that Meet the Breeds™ Chairperson, Gina DiNardo, will ring the NASDAQ opening bell on October 14th 2009 on behalf of leading toymaker and NASDAQ Member Company, JAKKS Pacific (NASDAQ: JAKK). JAKKS is a licensee of the AKC and CFA and is a sponsor of the upcoming Meet the Breeds event.

AKC and CFA's Meet the Breeds, held October 17 & 18 at the Javits Center in NYC, is the world's largest showcase of cats and dogs. The event offers cat and dog lovers the rare opportunity to meet nearly 200 breeds and interact with dogs, cats, puppies and kittens.

DiNardo will be joined by the Cat Fanciers' Association and American Kennel Club, including CFA President Pam DelaBar and AKC President Dennis Sprung. In addition to being broadcast on national business television at 9:30 am ET, the bell-ringing ceremony will be webcast live on NASDAQ's website (<http://www.nasdaq.com/about/marketsitetowervideo.aspx>) and on the NASDAQ MarketSite Tower in New York City's Times Square.

"We are honored to ring the NASDAQ opening bell on behalf of our close partner, AKC and CFA pet toymaker, JAKKS Pacific," said DiNardo. "JAKKS has created an array of top-notch pet products that strengthen the bond between pet owners and their faithful companions."

For more information about Meet the Breeds, visit www.meetthebreeds.com.

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[Editor's note: Pre-registration is required for any press interested in covering the Meet the Breeds NASDAQ Opening Ceremony. Please contact Christina Duffney at cmd@akc.org or (212) 696-8344 by Tuesday, Oct. 13, 2009 to schedule studio time.]

About Meet the Breeds. With 160 dog breeds and 41 cat breeds, plus demonstrations, shopping and children's activities, no pet lover will want to miss Meet the Breeds. Each breed will be presented in its own designated space, decorated to reflect its heritage, characteristics and unique attributes as a pet, while allowing attendees to literally "Meet the Breeds" by petting dogs, cats, puppies and kittens and learning about them directly from the experts. The event is proudly presented by [PetPartners, Inc.](#) a leading pet healthcare provider, and will feature over 115,000 square feet of dog and cat festivities. Sponsors include Invisible Fence, ADT Security Services, JAKKS Pets, IAMS, DOG.com, Dr. Elsey's Precious Cat Litter, Sturdi Products, World's Best Cat Litter, WebVet, YourDogsHeart.com, Paramount Chemical Specialties Inc., GoPetFriendly.com, Hartz, Continental Airlines, Petmate and Royal Canin. Get your tickets now at www.meetthebreeds.com.

About The American Kennel Club (AKC), proudly celebrates its 125th Anniversary in 2009. Since 1884 the not-for-profit organization has maintained the largest registry of purebred dogs in the world, and today its rules govern more than 20,000 canine competitions each year. The AKC is dedicated to upholding the integrity of its registry, promoting the sport of purebred dogs and breeding for type and function. Along with its nearly 5,000 licensed and member clubs and its affiliated organizations, the AKC advocates for the purebred dog as a family companion, advances canine health and well-being, works to protect the rights of all dog owners and promotes responsible dog ownership. Affiliate AKC organizations include the AKC Humane Fund, AKC Canine Health Foundation, AKC Companion Animal Recovery and the AKC Museum of the Dog. For more information, visit www.akc.org.

About The Cat Fanciers' Association, Inc. (CFA) was founded in 1906 as a non-profit association of member clubs and is the world's largest registry of pedigreed cats. CFA's mission is to preserve and promote the pedigreed breeds of cats and to enhance the well-being of ALL cats. CFA promotes education, responsible cat ownership and proper care to the owners of millions of cats worldwide. CFA and its affiliate clubs work nationally with local shelters, at a grassroots level, to help humanely reduce homeless and feral cat populations, and to encourage voluntary neuter/spay of pet cats. To learn more about the Cat Fanciers' Association, the pedigreed breeds of cats, or to find the nearest CFA cat show, visit their web site at www.cfa.org.

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®, Play Along®, Flying Colors®, Creative Designs International™, Road Champs®, Child Guidance®, Pentech®, Fun noodle®, Go Fly a Kite®, Color Workshop®, JAKKS Pets®, EyeClops®, Plug It In & Play TV Games™, Girl Gourmet®, Kids Only®, Tollytots® and Disguise. JAKKS is an award-winning licensee of several hundred nationally and internationally known trademarks including Disney®, Nickelodeon®, Warner Bros.®, World Wrestling Entertainment®, Ultimate Fighting

Championship®, Graco® 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.