



Contact:

JAKKS Pacific, Inc.
Kinya Claiborne (310) 455-6288
Melissa Goldstein (310) 455-6226

Boys & Girls Clubs
P.T. McEwen (909) 798-4599
Terrie Schneider (909) 822-4988

JAKKS Pacific Plays the *Good Witch* this Halloween Donating 100,000 Costumes to Southern California Boys & Girls Clubs

San Bernardino & Riverside Counties, California – Boys & Girls Clubs in San Bernardino and Riverside Counties, along with Clubs in Los Angeles, Orange and San Diego Counties will be trick-or-treating in style this year as leading U.S. toymaker JAKKS Pacific, Inc donates 100,000 Halloween costumes from the company's Disguise division. Children from the Boys & Girls Clubs in San Bernardino and Riverside Counties will have an opportunity to pick out their very own Halloween costume from Disguise including Disney costumes which include Cinderella, Snow White, Belle, Jasmine, Power Rangers, Davy Jones from Pirates of the Caribbean, and many more.

Due to the tough economy, many families are not able to provide costumes for their children this season. For many other children, this will be one of their first Halloween costumes ever.

"This is a great thing the JAKKS is doing for the kids. Many of the kids we serve come from low-income homes – this will definitely help them," said Mark Davis, Director of Program Services for the Redlands Club.

Boys & Girls Clubs serves all school aged youth, but specifically those from less fortunate circumstances. Each Club will distribute the costumes to their Club Members in time to enjoy the Halloween festivities.

JAKKS Pacific has a long-standing relationship with Boys & Girls Clubs and reaches out several times a year to make sure that children who take part in the organization feel some extra love. From Christmas to Back to School, and now Halloween, JAKKS wants to do its part to touch the lives of children in their community and around the world.

About JAKKS Pacific:

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

PRESS RELEASE: JAKKS Pacific

Along®, Flying Colors®, Creative Designs International™, Road Champs®, Child Guidance®, Pentech®, Funoodle®, 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.

Boys & Girls Clubs

Boys & Girls Club are affiliates of Boys & Girls Clubs of America. Known as “The Positive Place for Kids,” the Clubs provide guidance-oriented character development programs on a daily basis for children 6-17 years old, conducted by a full-time professional staff. Key Boys & Girls Club programs emphasize character and leadership development, education and career development, health and life skills, the arts, sports, fitness and recreation. For more information, visit www.bgca.org.

###