



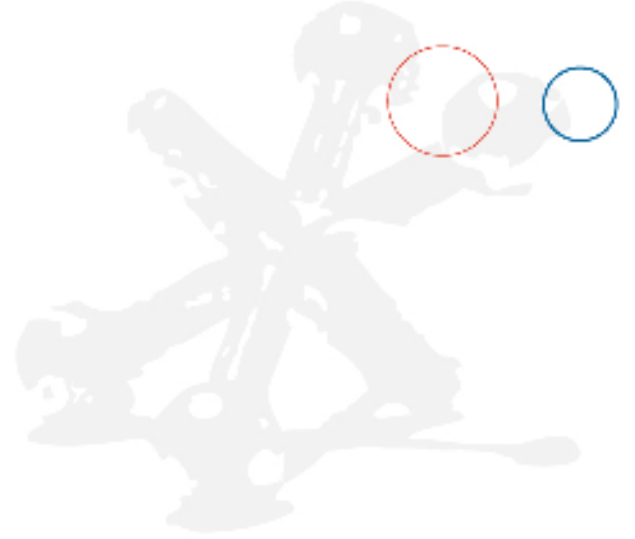
JAKKS Pacific®





SAFE HARBOR STATEMENT

This information contains 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 presentation.



Do You Know JAKKS?





A look at our Fall 2009 Product Line



JAKKS Pacific, Inc.

- Fourth largest U.S. toy manufacturer
- Diverse & value-driven product portfolio has

Something for Everyone

- Focus on Traditional Product Categories
- Infuse Simple Innovation for today's savvy kids
- Philosophy of being Opportunistic and Quick to Market



1995 FOUNDED

Justin Products Limited

1997



1999



2000

PENTECH

2002



2003



2004



2005



2006



2008



Disguise



Acquisitions to Date



Aligned with Top Licenses



Licensing Rights Extend to Multiple Divisions

Our Brands



Traditional Toys



Interactive & Electronic



Our Brands



Stationery & Activities



Seasonal, Outdoors & Pets



Our Customers...

- US Customers in virtually every sales channel
- Walmart, Target and Toys 'R' Us make up approximately 60%
- Distribution to more than 65 Countries
- International Expansion is important initiative
 - New UK office
 - New Warehouse in Rotterdam
 - Working toward expansion
 - Strategic International distribution & manufacturing deals





Executing on Cost Savings Initiatives

- **Initiated Companywide Restructuring announced after second quarter.**
- **Reducing headcounts and right-sizing departments**
- **Eliminating excess offices and warehouses**
- **Optimize tooling & manufacturing**
- **Reduce SKU counts = focused product lines and cost management**
- **Companywide travel reductions; utilizing web conferencing**



And The Winner Is...

- Award Winning Products Across All Categories.
- Girl Gourmet Sweets, EyeClops Night Vision 2.0 Goggles, EyeClops Mini Projector, Cabbage Patch Kids, Graco Smart Baby Playset and more Received Top Toy Awards for 2009

Parents.



Good Housekeeping

Walmart



time to play mag.com



amazon.com



2009 Successes



ToysRUs

JAKKS Pacific



A Look at the Portfolio...





Something for Everyone



Halloween for Everyone



American Dream
SRP \$39.99



Wolverine Classic Muscle Costume
SRP \$19.99 - \$29.99



Lily Pad Frog Bunting
SRP \$29.99 - \$34.99

Spider-Girl Sassy Prestige
SRP \$39.99



Wolverine Origins Bone Claws
SRP \$9.99 - \$16.99



Treat Bags – Iron Man
SRP \$1.25





Electronics are Value-driven and fun!



EyeClops Mini Projector
SRP \$99.99



EyeClops Night Vision 2.0
SRP \$59.99



Star Wars Motion TV Games
SRP \$29.99



Sing Scene TV Games
SRP \$29.99



Imaginative Play Inspires Young Minds



Disney Princess Pretend Kitchen and Dresses
SRP \$19.99 - \$69.99



Kids Only's Disney Princess Castle 2 in 1
Transforming Table Set
SRP \$69.99



Tollytots' Fisher Price
Little Mommy Deluxe Playset
SRP \$49.99



CDI Disney Princess
Light Up Fan
SRP \$2.99

Action Packed Products



UFC action figures
SRP \$9.99



GX Racers
SRP \$5.99 - \$29.99



Big Buck Hunter TV Games
SRP \$39.99





Lucky Bee Bee
SRP \$4.99-\$9.99

We know what girls like



Cabbage Patch Kids
Surprise Newborns
SRP \$19.99



Puppy In My Pocket
SRP \$3.99 - \$14.99



Club Penguin - SRP \$9.99



Taylor Swift
SRP \$14.99 - \$19.99

The Next Big Franchise



#1 DVP

**\$2 BILLION
FRANCHISE
BY 2010**



**5 DVDS!
5 in progress**

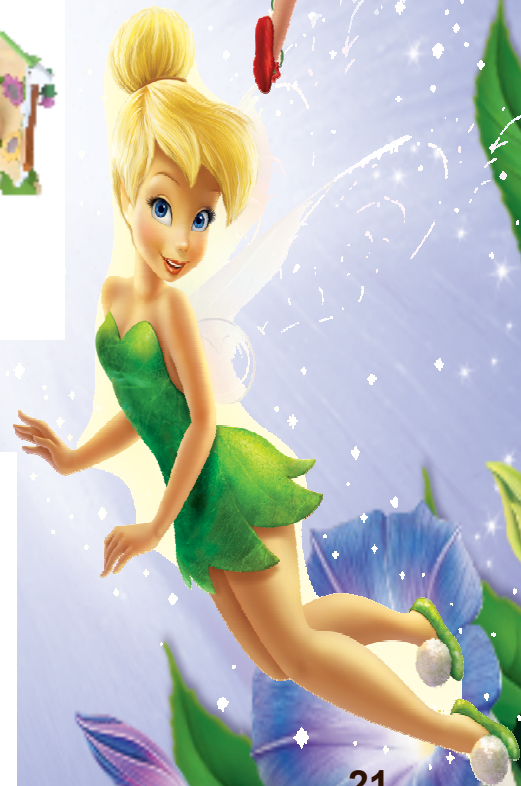
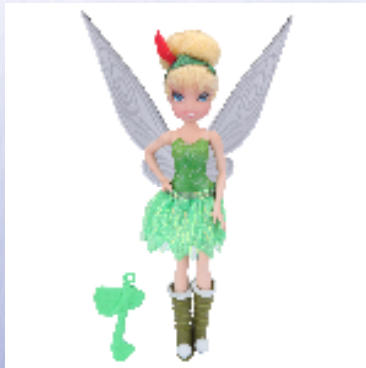
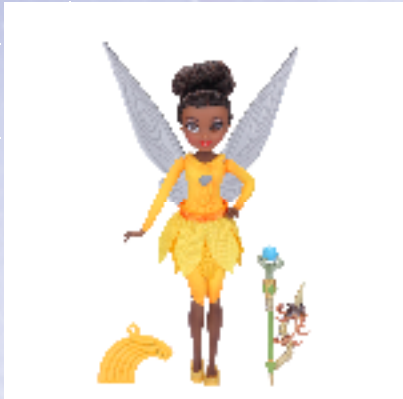


**12 airings
per year**

DISNEY
fairies



Disney fairies





On Trend: GOURMET CONFECTIONS...





Girl Gourmet Sweets
Make-your own Candy
Jewelry Kits.

Key Brand Extension.

Selected as Top Picks for 2009

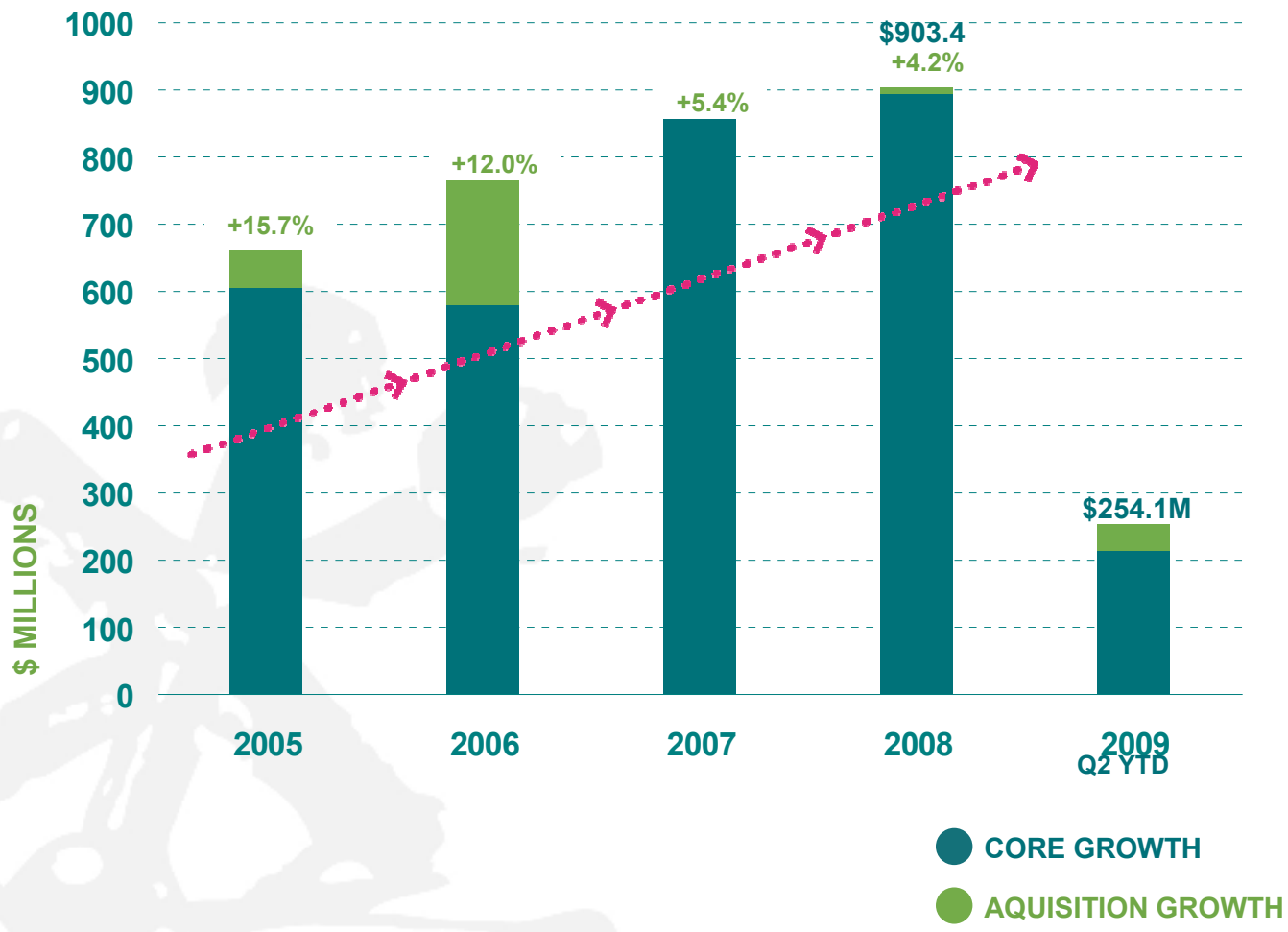
time to play™
mag.com



JAKKS Pacific

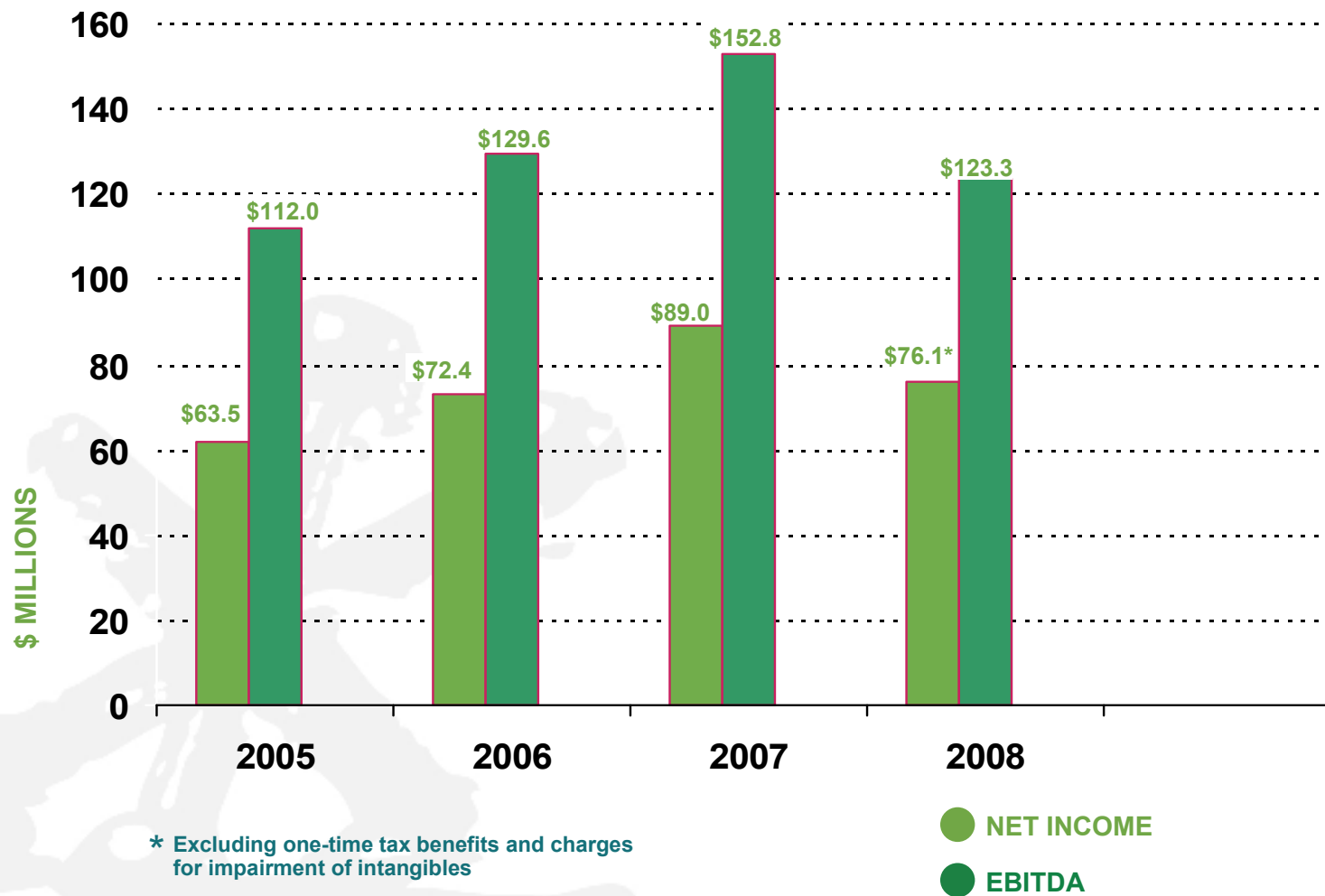


Financial Overview



Our Sales Growth at a Glance





Net Income and EBITDA





* Excluding one-time tax benefits and/or charges for impairment of intangibles

Diluted EPS Performance





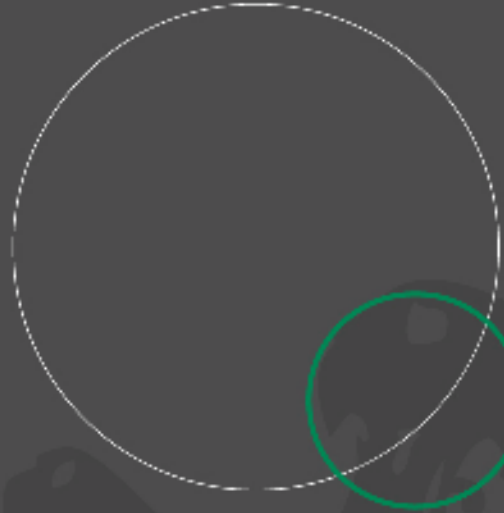
	September 30, 2009	December 31, 2008
Cash & Cash Equivalents	\$154.0 M	\$169.7 M
Working Capital	\$322.5 M*	\$325.1 M
Long-Term Debt	0*	\$98.0 M
Stockholder's Equity	\$365.2 M**	\$747.0 M

* \$98 million of convertible notes were reclassified to Short-Term Debt from Long-Term Debt effective 6/30/09 due to "put" provision, thereby reducing working capital.

** Reflects write-off of goodwill and other intangibles in Q2 2009 in the amount of \$415.3 million.

Solid Balance Sheet





Thank You

