



**Presentation for Sidoti & Company's New York  
Emerging Growth Institutional Investor Conference --  
November 20, 2009**



**Reduce Reuse Recycle!**

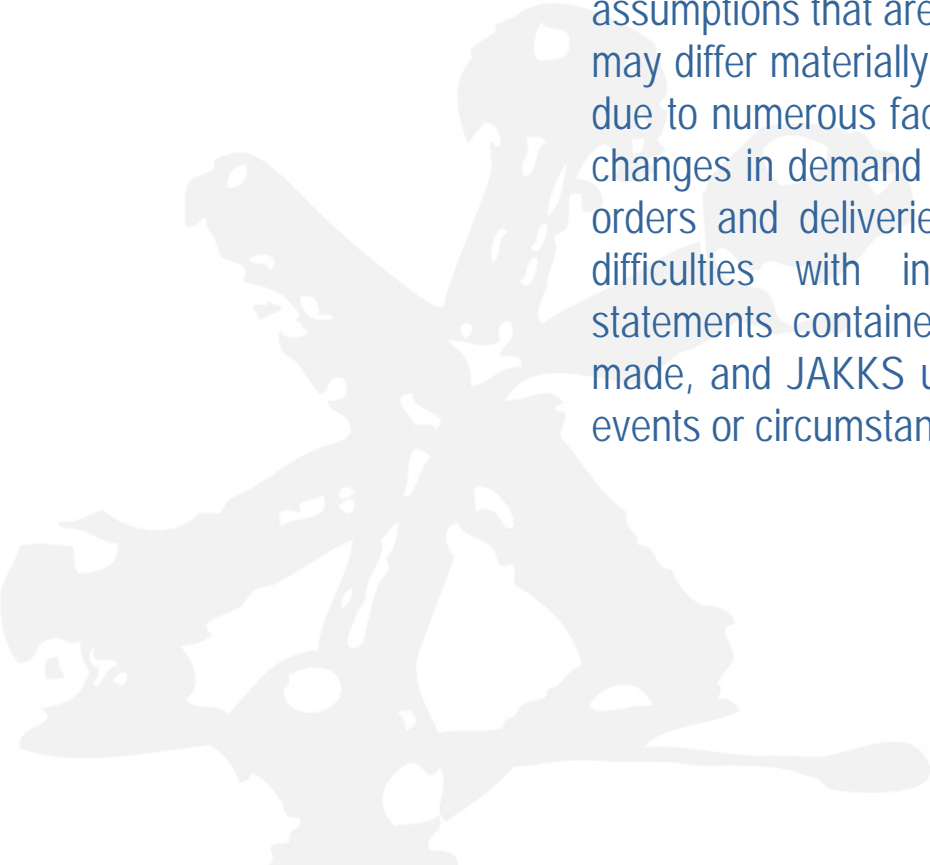
*This presentation is printed half in size to save trees!*

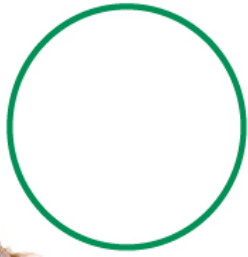




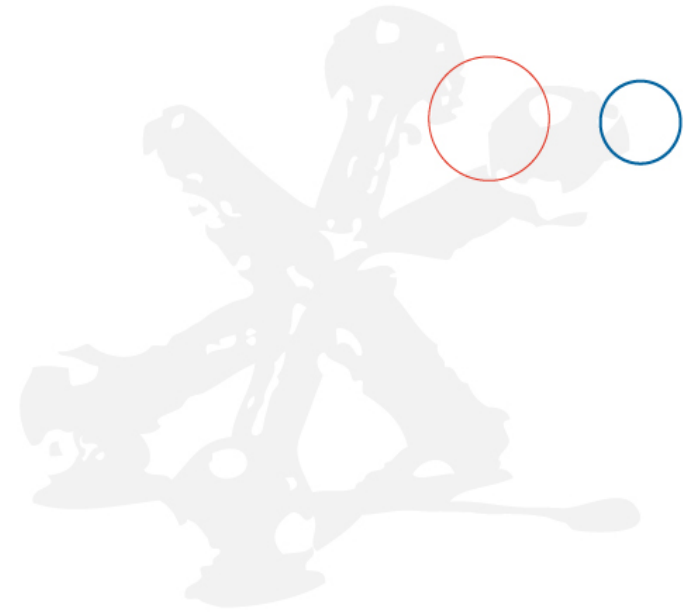
## ***SAFE HARBOR STATEMENT***

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?***



## JAKKS Pacific, Inc.

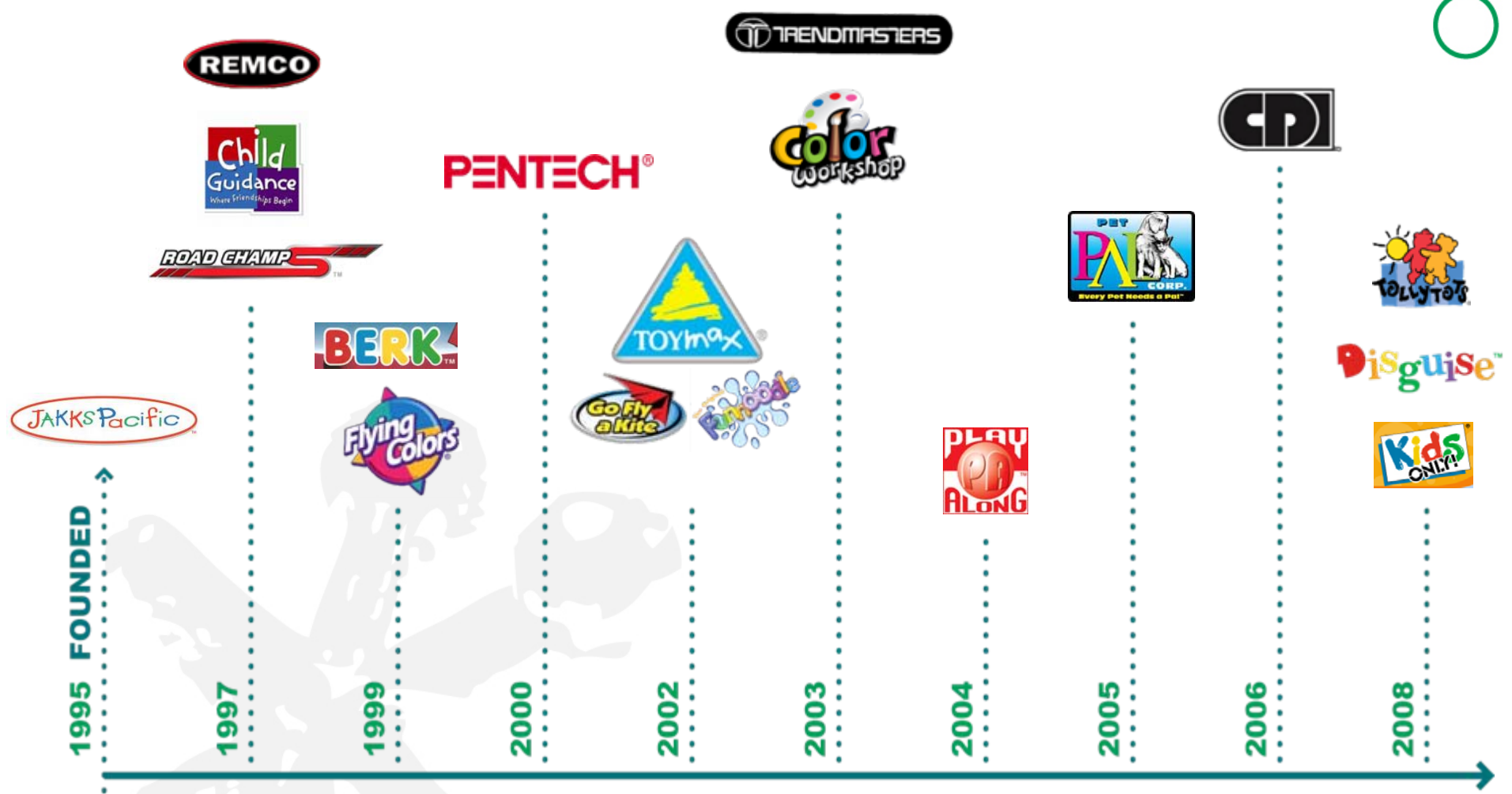
- Fourth largest U.S. toy manufacturer
- Diverse & value-driven product portfolio
  - Traditional Product Categories Infused with Simple Innovation for today's savvy kids
  - Combination of Popular Licenses & Proprietary Brands
  - *Something for Everyone*
- Opportunistic and Quick to Market



### Company Information

- Founded in 1995
- HQ in Malibu, CA
- NASDAQ: JAKK

# 16 Acquisitions to Date



Justin Products Limited

# Fourth largest U.S. toy manufacturer



Licensing Rights Extend to Multiple Divisions

# Our Proprietary Brands

## Traditional Toys



## Electronics



# Our Proprietary Brands

## Stationery & Activities



## Seasonal, Outdoors & Pets



## *Strong Relationships with Retailers and Sourcing Partners – Global Sourcing and Distribution*

- US Customers in virtually every sales channel
- Walmart, Target and Toys 'R' Us make up approximately 60%
- Distribution to more than 65 Countries
- Over 80 outsourced manufacturing relationships
- Continued International Expansion is important initiative
  - New UK office
  - New Warehouse in Rotterdam
  - 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

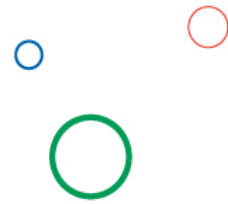


time to play<sub>mag.com</sub>



## 2009 Successes

JAKKS Pacific



## *A Look at Some Key Initiatives*





# Something for Everyone



# Halloween for Everyone

Disguise™



American Dream  
SRP \$39.99



Sesame Street Big Bird Adult Male  
SRP \$39.99-\$49.99



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



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



Spider-Girl Sassy Prestige  
SRP \$39.99



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

# The Next Big Franchise

- \$2 Billion franchise for Disney by 2010
- Tinker Bell was the #1 DVD at release
- 5 future DVD releases
- 12 airings per year on the Disney Channel





On Trend: GIRL GOURMET Foods...





Girl Gourmet Sweets  
 Make-your own Candy Jewelry Kits.  
 Key Brand Extension from  
 Cupcake Maker  
 Selected as Top Picks for 2009

time to play<sup>mag.com</sup>



# The Toys Are Back in Town!

Toy Story 1 & 2 (3D) In Theaters    October 2, 2009  
Toy Story 3 (3D) In Theaters        June 18, 2010



Disney • PIXAR  
**TOY  
STORY  
3**



Poof-Slinky for International Distribution

# UFC Overview



## #1 in PPV

- 7 of Top 10 in 2007 & 2008
- First Time In 20 Years Not HBO or WWE
- Dominates WWE in average PPV buys
  - UFC > 650,000
  - WWE < 300,000

## UFC Toys are Collectibles

- 30%+ Figure Sales to Broad Demographic of Collectors and Kids
- Authentic Sculptps & Deco
- High End Collector Packaging

## Global Phenomenon

- 170+ Countries & Territories Broadcast PPV
- Sold-Out Events in UK, Canada, Ireland
- Remarkable 20% Q1 2009 Revenue Growth





# NIGHT VISION 2.0

www.eyeclops.com

INFRARED STEALTH BINOCULARS

SRP: \$59.99



# MINI+PROJECTOR

www.eyeclops.com

PORTABLE VIDEO PROJECTOR

P: \$99.99



# BIONIC EYE SE

www.eyeclops.com

PLUG-IN TV MICROSCOPE

SRP: \$29.99





# TV GAMES MOTION

\$29.99 - \$34.99

- 2 new titles for Spring '10: Toy Story & Triple Header Sports
- 3 New Titles for Fall '10: Disney Princess, Phineas & Ferb, Kitchen Kraze



# BIG BUCK HUNTER Pro

\$39.99 - \$49.99

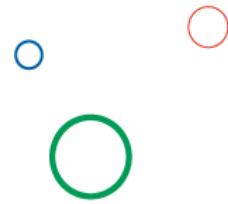


Sing Scene TV Games  
SRP \$29.99



Initial Sales Very Strong

All Retailers Have on Spring POG



Smile \* Play \* Succeed



A Division of JAKKS Pacific, Inc.

TM



# JAKKS Cares



Reduce Reuse Recycle!



**JAKKS Cares™ is JAKKS' philanthropic division**

**GOAL: Utilize JAKKS powerful resources and employees to assist needy children, families and pets around the world.**

- Charitable giving = over \$40 million in in-kind giving since inception
- Employee volunteerism



**Top 100 Corporate Philanthropists 2009**  
*Los Angeles Business Journal*

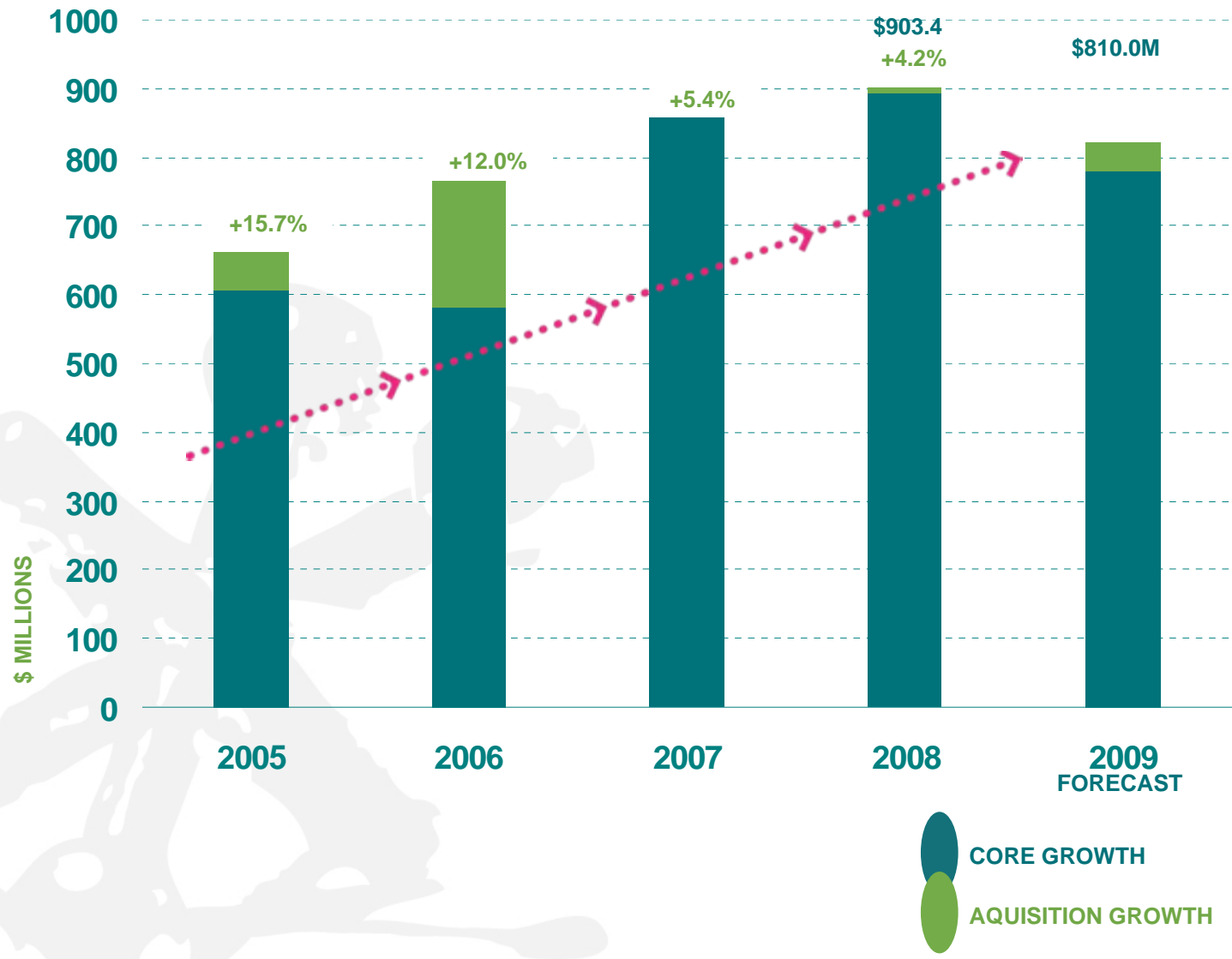
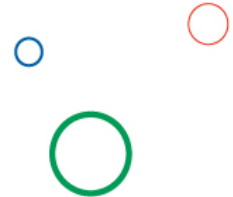
**Corporate Humanitarian of the Year**  
*Operation Smile*



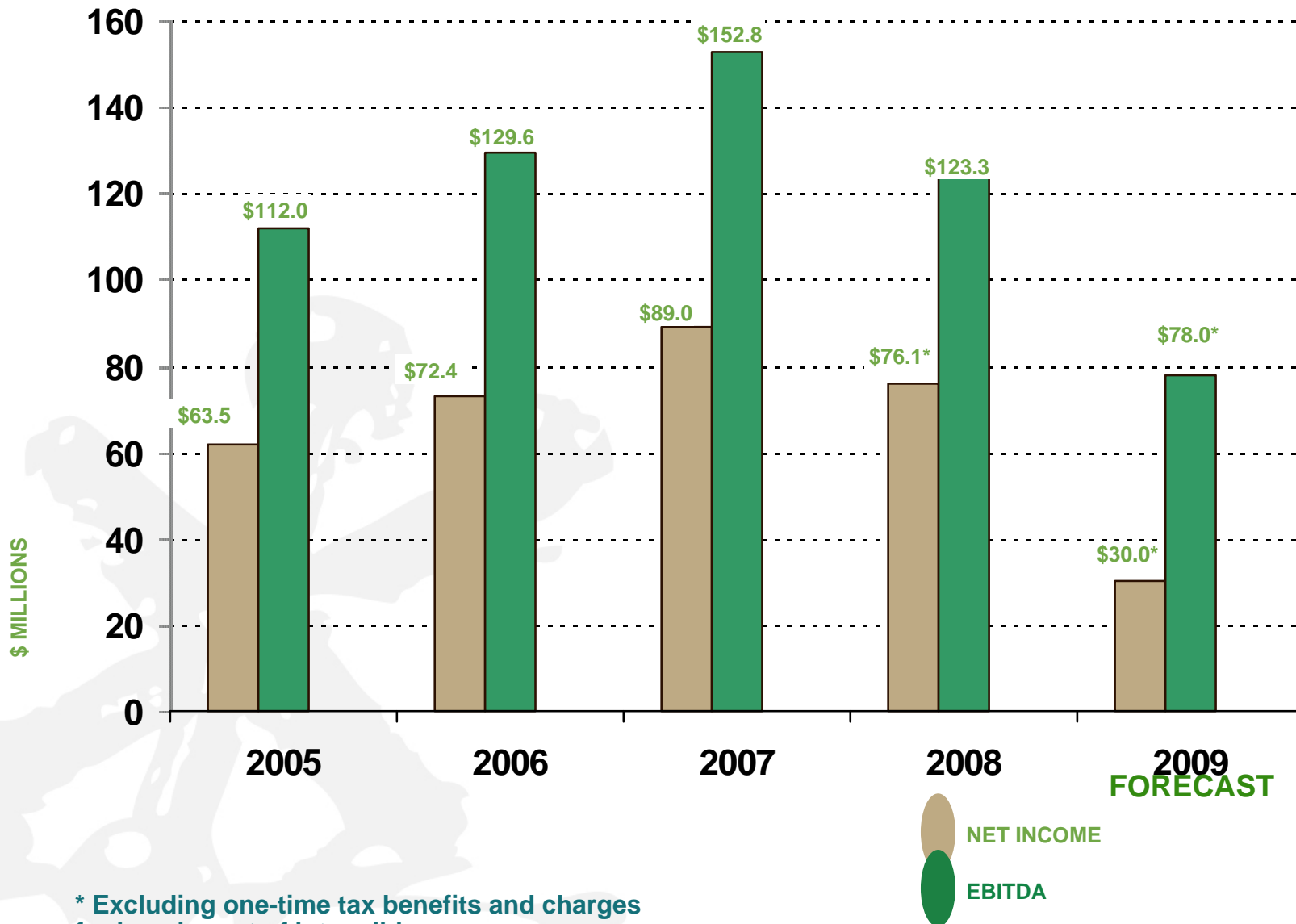


# *Financial Overview*

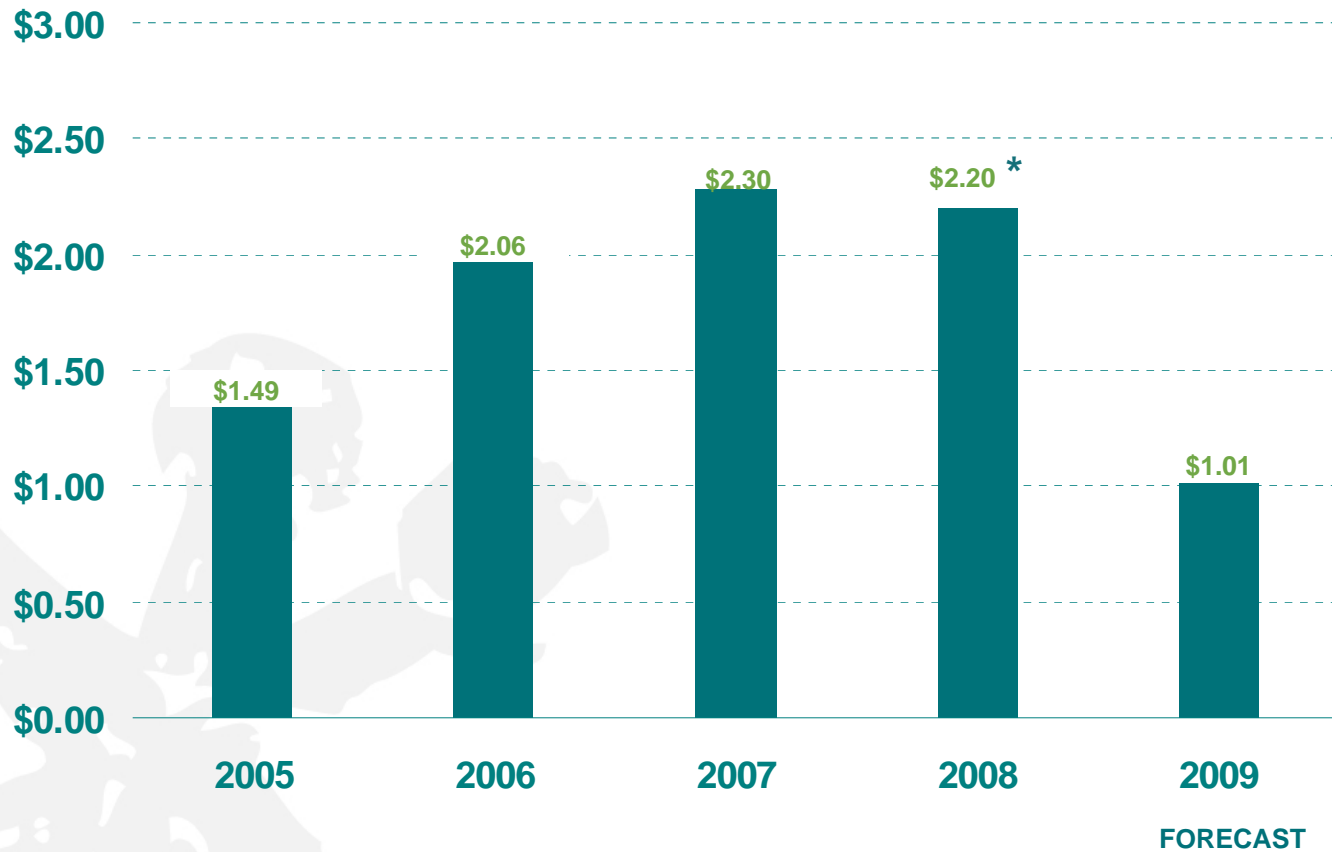
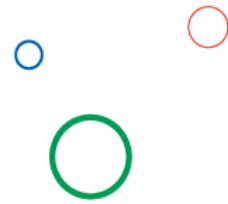
# Our Sales Growth At A Glance



# Net Income and EBITDA



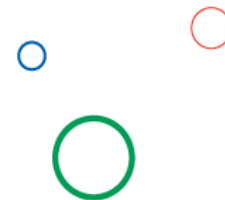
\* Excluding one-time tax benefits and charges for impairment of intangibles



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

## Diluted EPS Performance

# Solid Balance Sheet

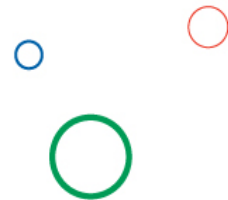


## Pre-Impact of Offering

	September 30, 2009	December 31, 2008
Cash & Cash Equivalents	\$154.0 M	\$169.7 M
Working Capital	\$322.5 M <sup>(1)</sup>	\$325.1 M
Long-Term Debt	0.0 <sup>(1)</sup>	\$98.0 M
Stockholder's Equity	\$365.2 M <sup>(2)</sup>	\$747.0 M

(1) \$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.

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

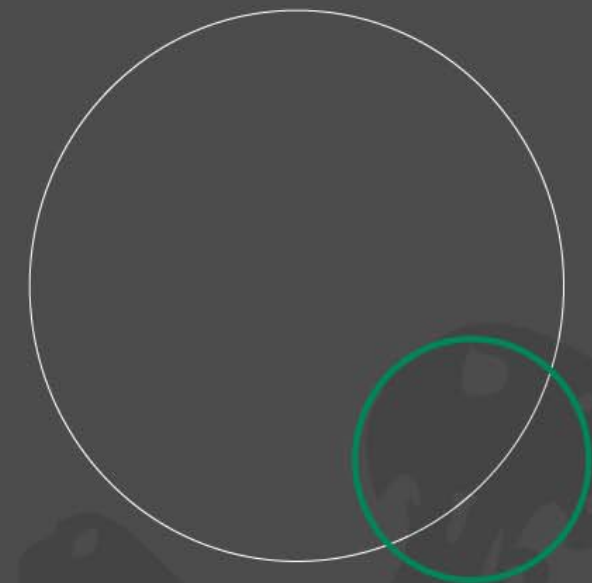


## Well Capitalized with Over \$170mm in Cash

### Pro Forma for Offering

	Rate	Maturity	As of September 30, 2009		
			Actual	Adjustments <sup>(1)</sup>	Pro Forma
Cash and Equivalents			\$154.0	(18.4)	\$172.4
Existing Convertible Sr. Notes	4.625%	June 2023	98.0	(78.0)	20.0
New Convertible Sr. Notes	4.500%	Nov. 2014	--	100.0	100.0
Total Debt			\$98.0		\$120.0
Stockholders' Equity			365.2		365.2
Total Capitalization			\$463.2		\$485.2

1) Assumes gross proceeds of \$100.0 million (includes greenshoe), total fees of \$3.65 million (3.5% gross spread and \$0.15 million of legal fees and other) for net proceeds of \$96.35 million. Net proceeds of \$6.35 million is expected to be used to refinance the existing \$98.00 million convertible note.



***Thank You***

**CONTACT:**

**Joel Bennett**

**CFO & EVP**

**310-455-6210**

**[joelb@jakks.net](mailto:joelb@jakks.net)**

**Genna Rosenberg**

**SVP Corporate Communications  
& Investor Relations**

**310-455-6235**

**[gennar@jakks.net](mailto:gennar@jakks.net)**