



**FOR IMMEDIATE RELEASE**

**JAKKS PACIFIC AND 4KIDS ENTERTAINMENT TO LAUNCH  
LINE OF AMERICAN KENNEL CLUB® AND CAT FANCIERS'  
ASSOCIATION™ BRANDED PET PRODUCTS**



**Malibu, CA - February 12, 2006** - JAKKS Pacific, Inc.'s (Nasdaq: JAKK), JPI™ pet products division, and 4Kids Entertainment, Inc. (NYSE: KDE) launch a new line of American Kennel Club® (AKC) and Cat Fanciers' Association™ (CFA) branded pet products. The comprehensive and innovative product line will feature true-to-life plush toys and high-end treats, apparel and accessories -- all of which reflect the prestige and heritage long-associated with the American Kennel Club and Cat Fanciers' Association.

"Pet ownership is at its highest level ever, and continues to grow," said Jeremy Padawer, vice president of boys action and pet products, JAKKS Pacific, Inc. "Almost 44 million U.S. households own at least one dog and nearly 38 million households own a cat -- that's quite a lot of pets! We are excited to be able to offer quality products based on the trusted names of the American Kennel Club and also Cat Fanciers' Association."

Alfred R. Kahn, Chairman and CEO of 4Kids Entertainment, added: "The pet product industry is booming, with nearly \$36 billion being spent on pet-related products annually. Pets have become valued family members. We look forward to meeting the growing consumer demand for the very best products for their dogs and cats."

The initial line of AKC and CFA branded products, which includes toys, food, treats, apparel, carriers and beds for dogs and cats, is expected to ship to mass market specialty stores and national pet retailers nationwide in 2006.

**American Kennel Club**

Based on the American Kennel Clubs' heritage, JAKKS' AKC branded products will include premium quality treats, toys and accessories for the canine member of your family.

- **AKC Treats** are specially formulated to target the specific needs of different sized dogs to promote their health and well-being. For example, AKC Treats for large dogs are fortified with glucosamine to help with hip and joint problems, a common tendency with large sized dogs. AKC Treats are available for small, medium, large and extra large dogs.

- **AKC Plush Toys** are the most true-to-life plush toys made to resemble woodland animals to appeal to dogs' natural hunting instincts. The plush toys are designed for safe, durable pet play and are appropriate for every age and level of activity.
- **AKC Outdoor Apparel** combines style and function and allows owners to take their dogs outside even in the most inclement weather. AKC Outdoor Apparel comes in extra small, small, medium and large dog sizes and features raincoats, wind-breakers and more.

### **Cat Fanciers' Association**

The Cat Fanciers' Association is the oldest American feline institution devoted to cats' health, happiness and well-being and is the world's largest registry of pedigreed cats. The upcoming line of CFA-branded products will promote the natural hunting skills and play-patterns of cats."

- **CFA Danglers and Wands** are a dynamic and playful way to interact with your cat. The toys are carefully made with color and textural detail, which result in a highly interactive and realistic piece.
- **CFA Cat Nip Infused Toys** are the most true-to-life plush prey, which are made to appeal to cats' natural lifestyle and play patterns. Each plush toy is infused with catnip – cats' favorite treat!
- **CFA Treats** are made from all-natural, premium ingredients designed to entice even the finickiest of eaters, while helping to maintain a healthy coat, eyes, digestive and urinary tract.
- **CFA Apparel** is specifically designed for the unique body shapes of cats. These will include classically tailored sweaters and T-shirts that will keep cats warm and stylish at the same time.

### **About the American Kennel Club**

The American Kennel Club (AKC<sup>®</sup>), founded in 1884, is a not-for-profit organization dedicated to the advancement of purebred dogs. The AKC maintains the largest registry of purebred dogs in the world, oversees the sport of purebred dogs in the United States, and along with its nearly 5,000 licensed and member clubs, educates the general public about responsible dog ownership. More than 16,000 competitions for AKC-registered purebred dogs are held under AKC rules each year including conformation, agility, obedience, rally, tracking, herding, lure coursing, coonhound events, hunt tests, field and earthdog trials. Affiliate AKC organizations include the AKC Canine Health Foundation, AKC Companion Animal Recovery and the AKC Museum of the Dog. For more information, visit [www.akc.org](http://www.akc.org).

AKC<sup>®</sup> is a registered trademark of the American Kennel Club.

### **About Cat Fanciers' Association**

The Cat Fanciers' Association, Inc. (CFA), founded in 1906, is a global organization dedicated to promoting the welfare of all cats. The CFA, headquartered in Manasquan, New Jersey, is responsible for the world's largest registry of pedigreed cats, and preserving the uniqueness and beauty of the 41 breeds of cats. The CFA promulgates the rules for the management of cat shows and promotes the interest of breeders and exhibitors of cats.

To learn more about the Cat Fanciers' Association, the 41 pedigreed breeds or to learn about the nearest show, visit [www.cfa.org](http://www.cfa.org).

### **About JAKKS Pacific, Inc.**

JAKKS Pacific, Inc. is a multi-brand company that designs and markets a broad range of toys and consumer products. The product categories include: Action Figures, Art Activity Kits, Stationery, Writing Instruments, Performance Kites, Water Toys, Sports Activity Toys, Vehicles, Infant/Pre-School, Plush, Construction Toys, Electronics, Dolls and Pet Toys and Accessories. The products are sold under various brand names including JAKKS Pacific®, Play Along®, Flying Colors®, Road Champs®, Child Guidance®, Pentech®, Trendmasters®, Toymax®, Funnoodle®, Go Fly a Kite®, Color Workshop®, JPI™ and Plug It In & Play TV Games™. 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.jakksacific.com](http://www.jakksacific.com).

**About 4Kids Entertainment:**

Headquartered in New York City with international offices in London, 4Kids Entertainment, Inc. (NYSE: KDE) is a global provider of children's entertainment and merchandise licensing. 4Kids, through its wholly owned subsidiaries, provides domestic and international merchandise licensing; product development; television, film, music and home video production and distribution; media planning and buying; and Web site development. For further information, please visit the Company's Web site at [www.4KidsEntertainment.com](http://www.4KidsEntertainment.com) and [www.4Kids.TV](http://www.4Kids.TV).

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