

Although launched later than planned, substantial quantities of *Amazing Babies* were delivered to retail shelves in time for the 2000 holiday season. Together with her big sister, *Amazing Ally*, back for a successful second year, *Playmates' Amazing* interactive dolls were undoubtedly the best selling family of large dolls in the US for the season. The *Amazing* family will be back in year 2001, with new members and more accessories for yet more interactive adventures. *Waterbabies* had another year of good performance in 2000 through the introduction of new dolls with a variety of new features, looks and sizes. The successes of these established lines will be leveraged and further enhanced by a major license in 2001.

The three new entertainment character based product lines launched in 2000: *The Simpsons*, *How The Grinch Stole Christmas* and *Chicken Run*, all performed to expected levels. *The Simpsons* figures and playsets had attracted a strong following of collectors and fans of the long-running TV show. More of *The Simpsons* merchandise will be developed to satisfy market demands in 2001.

Following are highlights of the 2001 new product lineups of *Playmates* and *Re:PLAY!*:

- *Playmates* proudly introduces *My Interactive Princess*, the first interactive line that captures the personalities and stories of the timeless *Disney Princesses*. *My Interactive Princess Cinderella* is the first *Disney Princess* to debut this fall. *Playmates* also presents the *Disney Waterbabies*, the first licensed segment of the *Waterbabies* brand that combines the unique, warm and wiggly feel of *Waterbabies* with the magic of the classic *Disney* characters *Winnie the Pooh*, *Tigger*, *Dumbo* and *Eeyore*.
- Premiered last fall on the US *Kid's WB* network from *Sony Pictures Family Entertainment* was the brand new animated TV series *Jackie Chan Adventures* inspired by the international superstar. *Playmates* has launched a line of life-like figures and accessories capturing the essence of Jackie's action adventures.
- The popular interactive video game character, *Lara Croft*, comes to life on the big screen in *Paramount Picture's Tomb Raider* movie starring *Angelina Jolie*. *Playmates* has introduced a collection of action figures based on the live-action feature film.
- *Playmates* introduced a complete line of interactive electronic building blocks, figures and environments with its new *Intelli-Blox* construction toys based on the forthcoming motion picture adventure trilogy *The Lord of the Rings*. *New Line Cinema* will bring the first episode of the trilogy, *The Fellowship of the Ring*, based on the classic *J.R.R. Tolkien* series to movie screens in December 2001.



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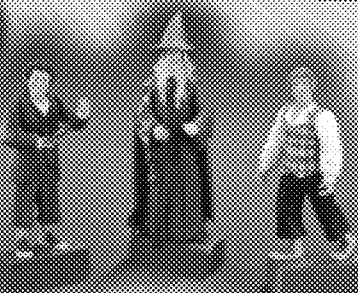
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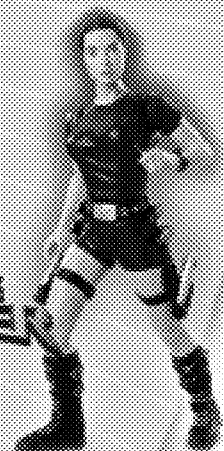
Amazing Aily and her kitty cat!



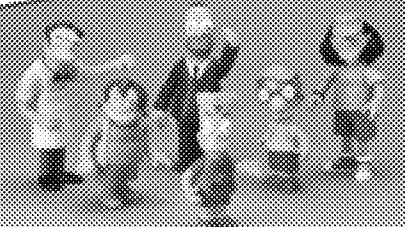
LORD OF THE RINGS



TIME RAIDERS



THE SIMPSONS



Water Babies

- A line of innovative activity toys introduced by *Re:PLAY!* will translate and capture the fun and appeal of the "hottest new dinos to hit the big screen" in *Jurassic Park III* in summer 2001.
- New from *Playmates*, *Big Sarge in Charge* is the ultimate 17-inch electronic action figure. *Big Sarge* interacts with boys through *Intelli-Tronic*, *Playmates* trademark interactive technology. He recognizes dozens of his electronics-enabled accessories and calls for them on guided interactive missions.
- *Re:PLAY!* introduced *Armor-Bots*, a line of remote-control motorized toys with innovative parts allowing players to configure unique robots for each exciting battle. The *Armor-Bots* are well positioned to exploit the resurgence of robots in pop culture.
- *Real Heroes* from *Re:PLAY!* is a fully interchangeable electronic action figure system. The 10-inch tall action figures are designed to celebrate the efforts of everyday heroes in categories including police, fire, rescue, space and military. Each figure features an electronic *Tech-Talk* pack, which contains multiple sayings and sound effects that truly give the character a life of its own.
- The outrageous *S.U.M.O.* fighters are new bilingual action figures from *Re:PLAY!* that utter funny phrases in English or Japanese when slammed against any surface or each other or when the tattoo on their upper shoulder is pressed.
- *Playmates* reintroduced the classic and phenomenally popular troll collectible figures with an updated look and new brand name: *Totally Troll*. According to Danish fairy tales, trolls have magical powers and a reputation for bringing happiness and good luck to everyone around them.
- *Lullabear*, the new remote operated plush bear plays unlimited music via a separate transmitter that plugs into any audio equipment with a headphone jack. This unique toy, the result of a partnership between the *Grammy Award* winning producers of *A Child's Gift of Lullabies* collection and *Re:PLAY!*, gives mom the freedom to choose the music played by the bear to the baby.

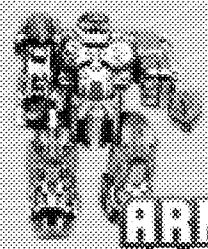
The above product lines and other new and continuing lines had been introduced to the retail trade during various international toy fairs in January and February, 2001.



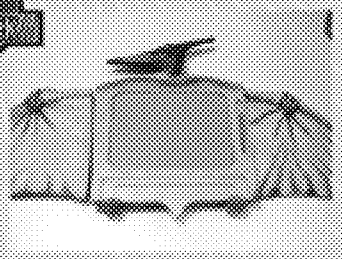
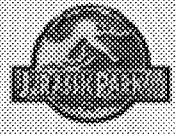
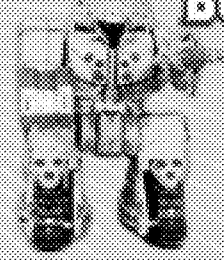
Totally TROLL
Tons of Totally Troll Fun!



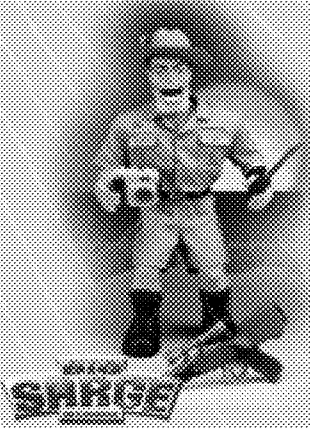
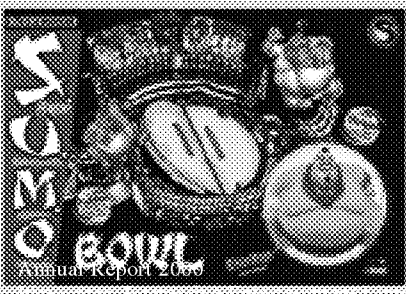
REAL HEROES



ARMOR BOTS



JACKIE CHAN
ADVENTURES



SARGE

