



Playmates Toys puts the action back in action figures with Hero: 108

EL SEGUNDO, CA., August 1st, 2010 – Based on the hit Cartoon Network program, Hero: 108, Playmates Toys Inc. will launch a complete line of fun and innovative toys and games, hitting retail shelves this month (August 2010) at Toys R' Us. Highlighting the launch will be twenty-four Hero: 108 Kingdom Krasher action figures of all your favorite heroes and villains, each coming with a series of gaming cards and a free-rolling turtle or chameleon tank that contains an innovative gaming feature for hours of battling fun.

The Kingdom Krasher Figures and Game Play:

Each Kingdom Krasher figure comes with a turtle or chameleon rolling tank. Push the number dial down on the tank, insert your Kingdom Krasher on top, and launch them at your friends' Krashers. When they collide they pop off and reveal a hidden number! Kingdom Krasher single and double packs come with collectible Animal King cards that can be added to the game for advanced play.

Battle Bouts and Deluxe Arena Play Sets:

In addition to the Kingdom Krasher Single and Double packs, Playmates will launch interactive playsets that let kids act out scenes from their favorite episodes. Battle Bout mini playsets offer hours of fun at a low price point. The Havoc at the Citadel Deluxe Arena lets kids take it to the next level and battle with their whole Kingdom Krasher collection at Highroller's hideout!

Playmates Toys will also be linking their toys via exclusive codes to the Hero: 108 Online game that debuted nationwide in early July. To learn more visit www.hero108online.com

HERO: 108 is a co-production of Cartoon Network International, Gamania Digital Entertainment, and Moonscoop Entertainment who also represents the brand for broadcast and L & M worldwide.

About Playmates Toys

For over 40 years, Playmates Toys is among the most well respected and innovative marketing and distribution companies in the global toy industry with a proven history in the creation of innovative and imaginative products as well as the development and management of profitable, long-term brand franchises, including TEENAGE MUTANT NINJA TURTLES and iCARLY, From its offices in Hong Kong and California,

Playmates designs, develops, markets and distributes its products in over 60 countries worldwide. For more information, visit <http://www.playmatestoys.com> Playmates Toys Inc. (HKSE: [0869](#))

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