



Playmates Toys Partners with Bravado on New Line of Collectible Memorabilia to Feature King of Pop, Michael Jackson

COSTA MESA, CA., January 4, 2010 - Bravado, the world's leading global music merchandising company, has completed an agreement with Playmates Toys whereby they will create a signature line of figures and dolls for the most successful entertainer of all time, Michael Jackson.

"We are delighted to expand our successful line of Michael Jackson collectible memorabilia by working with Lou and his innovative team at Playmates Toys," stated Tom Bennett, Chief Executive Officer of Bravado. "This new line truly celebrates Michael's unmistakable style and irreplaceable talent. Bringing in Playmates as a licensee only further cements Michael's retail visibility and helps commemorate and preserve the legacy that is Michael Jackson."

"Michael Jackson as a global icon leaves a legacy in music, dance and fashion that remain unrivaled," added Lou Novak, President of Playmates Toys. "We will honor his talent and his art expression by delivering a spectacular, highly detailed product line to inspire fans, collectors and new found enthusiasts."

Michael's incomparable style comes to life as Playmates rolls out an authentic collection replicating iconic images with cool "Michael" dance poses, music and embellished fashions. First wave will launch in 2010.

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. Key brands include TEENAGE MUTANT NINJA TURTLES, STAR TREK, SIMPSONS, KING KONG, TOMB RAIDERS, DICK TRACY, EXOSQUAD, NANO PALS, iCARLY, DISNEY PRINCESS, DISNEY FAIRIES, BABY SO BEAUTIFUL, WATERBABIES and the AMAZING family of intelligent dolls. 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)

About Bravado

Bravado, the only global, 360° full service merchandise company, develops and markets high-quality licensed merchandise to a world-wide audience. The company works closely with new & established entertainment clients, creating innovative products carefully tailored to each artist or brand. Product is sold on live tours, via selected retail outlets and through web-based stores. Bravado also licenses rights to an extensive network of third party licensees around the world. The company maintains offices in London, Los Angeles, New York, Berlin, Paris, Tokyo and Sydney. In addition to Michael Jackson, Bravado artists include The Rolling Stones, Paul McCartney, Kanye West, Beyonce, No Doubt, Nickelback, Lady Gaga, Katy Perry, Elton John, Guns 'N Roses, Metallica, Led Zeppelin, Green Day and The Killers, among many others.

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