



Playmates Toys announces details and plans to unveil highly sought after Michael Jackson Collectibles at San Diego Comic Con

EL SEGUNDO, CA., July 14, 2010 – After much anticipation, Playmates Toys is planning to unveil its highly sought after Michael Jackson Collectibles for the first time as part of the Diamond Comics display at San Diego Comic Con, July 21st – 25th. Playmates Toys earlier this year signed a deal with Bravado, the world's leading global music merchandising company, to create collectibles based on 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 the 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's incomparable style comes to life as Playmates rolls out the unique new 10" scale collectible which captures his likeness and the incredible fashions which have become legendary. The first 10" style will be Billie Jean which captures the bold dazzling style of the landmark short film that helped Michael redefine MTV. The second 10" collectible is Thriller featuring the signature red with black trim outfit from the iconic production that set a new standard for short films. These two styles will launch in Fall 2010 followed by additional styles shortly after. The Michael Jackson Billie Jean and Thriller collectibles will be on display at the Diamond Comics booth #2401 at San Diego Comic Con for the duration of the show.

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, iCARLY and Michael Jackson. 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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