

Nickelodeon Debuts Its Strongest Entertainment Toy Portfolio Ever With New Products For Teenage Mutant Ninja Turtles, Winx Club, Team Umizoomi, Dora, SpongeBob, and Victorious at Toy Fair 2012

Playmates Toys, JAKKS Pacific, Fisher-Price, The LEGO Group, and Spin Master Will Partner with Nickelodeon to Unveil New Toys for 2012

NEW YORK, Feb. 9, 2012 /PRNewswire/ -- Nickelodeon is headed to Toy Fair 2012 with its most comprehensive and diversified toy portfolio ever, based on popular entertainment brands for preschoolers, kids, and tweens. Nickelodeon will unveil products for both new and established properties, including *Teenage Mutant Ninja Turtles*, *Winx Club*, *Team Umizoomi*, *Dora the Explorer*, *SpongeBob SquarePants*, and *Victorious*.

Playmates Toys will show a new line of toys inspired by Nickelodeon's all-new CG-animated *Teenage Mutant Ninja Turtles*. Currently in production at the Nickelodeon Animation Studio in Burbank, Calif., the series is set to premiere in Fall 2012. The new series explores the camaraderie of four teenage brothers learning to rely on one another as they unravel the mystery of their existence and train to become heroes in a half shell. Playmates Toys has been the partner responsible for the successful *TMNT* toy lines over the last two decades, and this year's lineup includes basic, deluxe, and collectible action figures, as well as Ninja gear, playsets, and vehicles.

Another new Nickelodeon property, *Winx Club*, is an animated modern fantasy adventure series that follows six best friends -- Bloom, Stella, Flora, Musa, Tecna and Aisha -- enrolled in Alfea College, the finest fairy school in all the realms. JAKKS Pacific and its Creative Designs International (CDI) and Disguise Halloween divisions will debut a new line of dolls, playsets, accessories, dress-up, role play items and Halloween costumes based on the series. Building on the diverse *Winx Club* doll line from JAKKS, Creative Designs International has created a beautiful assortment of role-play dresses and fairy wings for girls who want to transform themselves into their favorite *Winx Club* member. The JAKKS Pacific, CDI and Disguise product lines are scheduled to launch in Fall 2012 to coincide with the premiere of the brand new CG episodes of *Winx Club* on Nickelodeon. *Winx Club* is a co-production with Rainbow S.p.A. and Nickelodeon.

Nickelodeon and Fisher-Price will introduce new toy lines for preschool favorites *Team Umizoomi* and *Dora the Explorer*. This is the first toy line for *Team Umizoomi*, which will incorporate iconic elements from the show featuring Umi-friends, Geo, Milli, and Bot by infusing their "mighty math powers" into this preschool toy line. *Team Umizoomi* products from Fisher-Price include figures, basic and learning plush, bath toys, and vehicles. Building on the past success of Fisher-Price toys inspired by *Dora*, new products for 2012 will include a dollhouse, playsets, dolls, role play toys, and more.

SpongeBob SquarePants, who has entertained fans of all ages for more than a decade, is the inspiration for new toys from Fisher-Price's Imaginext brand. The new line includes playsets, vehicles, and figures where SpongeBob is featured in the iconic Imaginext look. SpongeBob is also the inspiration for two new building sets from The LEGO Group, which debut at Toy Fair.

Finally, *Victorious* master toy licensee Spin Master Ltd., will unveil new products for the hit live-action comedy series. The show is about teenagers navigating life at the prestigious performing arts high school Hollywood Arts. The 2012 offerings will expand upon the success of Spin Master's first *Victorious* toy launch in October 2011. The new line will feature fashion dolls, and role play, including a new Tori Singing Doll featuring the hit song, "Best Friend's Brother." Feature dolls for additional *Victorious* characters, including Trina (Daniella Monet), Cat (Ariana Grande) and Jade (Elizabeth Gillies) are also included.

"Nickelodeon's presence at Toy Fair 2012 is our strongest toy portfolio ever, and demonstrates our influence with kids of all ages, from preschoolers, to kids, and tweens," said Manuel Torres, Senior Vice President, Global Toys and Consumer Electronics, Nickelodeon. "Our robust programming line-up has given us a tremendous opportunity to develop exciting toys for both girls and boys, to bring their favorite characters to life through active play."

NICKELODEON PRODUCTS AT TOY FAIR 2012 WILL INCLUDE:

TEENAGE MUTANT NINJA TURTLES:

Action Figures by Playmates Toys

With more than 11 points of articulation, these action figures are the most highly detailed and articulated Turtle figures ever made. Each turtle figure is uniquely sculpted, with heights ranging from 4.25 inches to 4.75 inches, to capture the individual personalities of the characters from the Teenage Mutant Ninja Turtles TV show. The line includes the four main turtles, Leonardo, Raphael, Donatello and Michelangelo, as well as their sensei, Splinter, and April O' Neil, their human connection to the surface. Each Turtle is wearing his signature bandana and comes packed with their two core Ninja weapons for hours of

Ninja playing excitement. A bonus weapons accessory rack is also included. The Basic Figure line also features characters from The Evil Foot Clan, including Shredder, The Kraang and a Foot Soldier. Each figure is compatible with the entire Teenage Mutant Ninja Turtles line of vehicles and playsets.

(Suggested Retail Price: \$7.99 - \$8.99 each; Recommended Age: 4 & Up; Available: August 2012)

Deluxe Power Sound FX Figures by Playmates Toys

Able to deliver battle phrases with awesome sound effects, the Power Sound FX Figures come to life like never before. Each of the figures stand 5.5 inches tall and features proprietary wire coil activation in the arms and legs that trigger heroic battle phrases. Kids simply pull back and hold the activation limb to hear reverberated phrases such as "I'm invincible!" and "Hiiiiiii-yaa!" Each figure comes with different battle phrases and sound effects, as well as their core Ninja weapons. The Power Sound FX Figures collection includes Leonardo, Raphael, Donatello, Michelangelo and Shredder.

(Suggested Retail Price: \$12.99; Recommended Age: 4 & Up; Available: August 2012)

Retro-Collector Action Figures by Playmates Toys

The Retro Collector Action Figures reflect the look of the original Teenage Mutant Ninja Turtles from the 80's TV show. Each Turtle stands 6 inches tall, features more than 30 points of articulation and is authentically detailed to appeal to the true action figure collector. Each Turtle will come with its core Ninja weapons and a personalized sewer lid cover name base. The Retro-Collector Action Figures collection includes Leonardo, Raphael, Donatello and Michelangelo.

(Suggested Retail Price: \$14.99; Recommended Age: 4 & Up; Available: August 2012)

Sewer Spinnin' Skateboard by Playmates Toys

Compatible with all the Basic Turtle Action Figures, the Sewer Spinnin' Skateboard comes ready to Shred! The skateboard looks just like the one featured in the TV show and includes Ninja Battle Boost technology that allows it to perform up to 10 different skateboard tricks. Kids simply position their favorite Turtle in various configurations on the board, rev it up, release and watch their hero perform cool tricks. Includes a stunt ramp for high flying action.

(Suggested Retail Price: \$10.99; Recommended Age: 4 & Up; Available: August 2012)

Rippin' Rider by Playmates Toys

With the Rippin' Rider, the Turtles can hit the road ready for battle. Compatible with all the Basic Turtle Action Figures, the Rippin' Rider comes complete with classic Turtle details and textures, including chopper front forks, quadruple rear exhaust and a T-shaped headlight to sniff out The Foot wherever they are hiding. To fight against Shredder and the evil Foot Clan, the Rippin' Rider also includes "Finger Flick Missiles" that will destroy the enemies on impact.

(Suggested Retail Price: \$10.99; Recommended Age: 4 & Up; Available: August 2012)

Ninja Stealth Bike by Playmates Toys

A true Ninja needs a stealthy ride with awesome looks and details, and the Ninja Stealth Bike more than delivers. As seen in the TV show and compatible with all the Basic Turtle Action Figures, the Ninja Stealth Bike allows the Turtles to travel the streets hunting down The Kraang, without being seen. The vehicle features a textured turtle shell that covers the turtle from head to toe, and to on-lookers from above, makes it look just like the street. But with Ninja Battle Boost technology and the flip of a button, the shell opens, revealing a Ninja Turtle ready for battle! The bike comes with an exclusive Raphael action figure decked out in his slick helmet and gloves.

(Suggested Retail Price: \$19.99; Recommended Age: 4 & Up; Available: August 2012)

Dragon Chopper by Playmates Toys

A bad enemy like the dreaded Foot Soldiers need a bad ride, and the Dragon Chopper is a really, really BAD RIDE! As seen in the TV show and compatible with Shredder, the Foot Soldiers and the four Basic Turtle Action Figures, the Dragon Chopper has a look and style like no other. It includes Ninja Battle Boost technology, allowing kids to secure their figure on the seat. When ready for battle, kids simply push the activation button and watch as the action figure performs a 360 degree flip over the handle bars and lands on its feet, ready for battle. The Dragon Chopper comes with an exclusive Foot Soldier action figure, wearing his red Ninja outfit and a removable dragon helmet.

(Suggested Retail Price: \$19.99; Recommended Age: 4 & Up; Available: August 2012)

Shellraiser by Playmates Toys

When the Turtles need to hit the road and take command and control with them, they all pile into the Shellraiser. Built to run either on the subway rails or on the busy streets of New York City, the Shellraiser delivers all the fire power needed for the Turtles to travel together to take down Shredder and the Foot Clan. With entrances on the top, in the front and on the side of the car, up to eight Basic Action Figures can fit inside. The Shellraiser really packs a punch with Ninja Battle Boost technology, including a spring loaded cannon on the top of the car and a side door that automatically opens with the touch of a button, sending kids' favorite hero in a half shell flying out the side with 360 degree Ninja flip-kicking action, to wage battle on anything standing in its way.

(Suggested Retail Price: \$29.99; Recommended Age: 4 & Up; Available: August 2012)

Ninja Combat Gear by Playmates Toys

Do you have what it takes to become a Ninja Turtle? Kids can Turtle up in their favorite Ninja gear to find out! Each set includes the Turtle's authentic noise-making ninja weapon, signature bandana and two throwing stars that will help transform kids into their very own hero in a half shell. The Leonardo set comes with a Katana Sword, the Raphael set includes two Sais, the Donatello set includes a Bo Staff, and the Michelangelo set features Nunchucks.

(Suggested Retail Price: \$12.99; Recommended Age: 4 & Up; Available: August 2012)

Secret Sewer Lair Playset by Playmates Toys

The ultimate playset for Teenage Mutant Ninja Turtle fans, the Secret Sewer Lair playset is BIG, and ready for Ninja battle action. This playset will have kids creating their own Lair of excitement as they become the leader of the pack, swinging into action, training the Turtles and defeating Shredder once and for all. Standing 42 inches tall and resembling the Sewer Lair that is home to the Turtles in the TV show, the Secret Sewer Lair includes more than 20 different exciting Ninja features, such as: telescoping periscopes so the Turtles can keep track of what's going on in the city; ropeswing and swing-down ladders for joining a battle at a moment's notice; lines that can be connected to objects in a kid's room, allowing the Turtles to rappel into battle; an elevator in the back of the set for easy transition from floor to floor; a Shredder statue so the Turtles can practice their Ninja skills; a computer lab for Donatello to master his latest invention; doors that open and close easily and floors that fall out, just in the nick of time; an ooze drain to douse the enemies trying to break in; and much, much more.

(Suggested Retail Price: \$119.99; Recommended Age: 4 & Up; Available: August 2012)

WINX CLUB:

Winx Club Basic Fashion Dolls by JAKKS Pacific

The 11.5 inch Basic Fashion Dolls feature the six girls in their fashion-forward 'everyday' outfits straight from the show. With seven points of articulation and a beauty brush included, you can style your friends for a night out at the Frutti Music Bar.

(Suggested Retail Price: \$12.99; Available: Fall 2012)

Winx Club Deluxe Fashion Dolls by JAKKS Pacific

For a Fairy to earn her Believix form, she has to make people believe in fairies and magic. The 11.5 inch Deluxe Fashion Dolls feature the six friends with super deluxe, trend-setting outfits and spectacular hinged wings following their Believix transformation.

(Suggested Retail Price: \$19.99; Available: Fall 2012)

Magic Wing Bloom Feature Doll by JAKKS Pacific

A must-have for all *Winx Club* fans, the Magic Wing Bloom Feature Doll allows you to be in control of Bloom's Believix transformation. Place Bloom in the Transformation Station, push the lever to activate magical lights, and watch winged Bloom as she flies off with your help onto her next thrilling adventure.

(Suggested Retail Price: \$29.99; Available: Fall 2012)

Winx Club Believix Dress Assortment by CDI

Building on the diverse *Winx Club* doll line, CDI has created a beautiful assortment of role-play dresses for girls who want to transform themselves into their favorite *Winx Club* member. The Winx Club Believix Dress Assortment comes in styles modeled after the dresses Bloom, Stella and Flora wear on the show. Bold colors, deluxe fabrics and fashion-forward designs make these a must-have for all Winx Club fans.

(Suggested Retail Price: \$19.99; Available: Fall 2012)

Winx Club Sparkling Wings Assortment by CDI

Add to the beauty of the *Winx Club* role-play dresses with the Winx Club Sparkling Wings Assortment, featuring iconic, deluxe wing designs with prints signature to Bloom, Stella and Flora. Girls will fall in love with the glitter fabrics and bold colors.

(Suggested Retail Price: \$9.99; Available: Fall 2012)

Transforming Tutu Assortment by CDI

The Transforming Tutu Assortment magically transforms from chic skirt into Believix tutu, complete with gorgeous fairy wings. Available in four signature styles: Bloom, Aisha, Stella and Flora.

(Suggested Retail Price: \$19.99; Available: Fall 2012)

Winx Club Dance Mat by CDI

The Winx Club Dance Mat allows you to dance to the beat of signature *Winx Club* songs. Icons light up on the console to show you where to step on the mat. Comes with speakers and volume control. The perfect gift for any aspiring dancer.

(Suggested Retail Price: \$29.99; Available: Fall 2012)

Winx Club Rock Star Guitar by CDI

Rock out with your very own Winx Club Rock Star Guitar — the signature guitar shape and built-in Winx Club songs are perfect to play along to. The guitar pick necklace even lights up for more interactive adventure. Style the guitar to make it your very own with trendy stickers, included.

(Suggested Retail Price: \$29.99; Available: Fall 2012)

SPONGEBOB SQUAREPANTS:

SpongeBob Figures by Imaginext

Now kids will be able to collect their favorite figures and play out their favorite scenes from the world of SpongeBob with Imaginext. Figure packs include SpongeBob and Patrick with jellyfish and net, Mr. Krabs and Squidward with money and a clarinet, and SpongeBob and Sandy, both in space gear, with a net launcher.

(Suggested Retail Price: \$9.99; Recommended Age: 3 & Up; Available: Fall 2012; Toys"R"Us exclusive)

SpongeBob Bikini Bottom Bus by Imaginext

Travel the city with SpongeBob and pals on the Bikini Bottom bus. Turn the activation disk on top of the bus to open the bus's door. A flip-open hatch makes it easy to load up all the Imaginext characters you can collect in the line. But SpongeBob and his friends need to be careful because if the bus driver is in a crabby mood, he'll show them off the bus with the press of a button! Includes SpongeBob figure.

(Suggested Retail Price: \$15.99; Recommended Age: 3 & Up; Available: Fall 2012; Toys"R"Us exclusive)

Krusty Krab Playset by Imaginext

The worlds of Imaginext and Bikini Bottom unite, allowing kids to create their own SpongeBob adventures with every turn of a figure. Kids will love acting out the Chum Bucket/Krusty Krab rivalry, with SpongeBob protecting the secret Krabby Patty

formula from Plankton's evil hands. Two activation disks let each character included in the set defend their restaurant; Plankton (and his exo suit) can turn the activation disk on the Chum Bucket to reveal a hidden chum launcher (4 disks included) to launch at SpongeBob and the Krusty Krab. But have no fear, SpongeBob can protect himself with the turn of a disk, revealing a huge spatula that launches Krabby Patties (4 included) at Plankton and the Chum Bucket. Plenty of room in each restaurant lets kids act out restaurant play. The Krusty Krab has a grill and Krabby Patty vault. The Chum Bucket includes a secret spy area on top of the handle for two levels of play - a restaurant on the bottom floor and Plankton's secret lab on the second floor. Plankton, his exo suit, and SpongeBob figures are included in the set.

(Suggested Retail Price: \$34.99; Recommended Age: 3 & Up; Available: Fall 2012; Toys"R"Us exclusive)

The Flying Dutchman by LEGO

Captain SpongeBob and his first mate Patrick have found an old map and are searching for treasure. Oh no! It's the Flying Dutchman on his ghostly ship. Use the bubble blaster to keep him at bay. Includes 3 minifigures: Pirates SpongeBob and Patrick and The Flying Dutchman. 241 pieces.

(Suggested Retail Price: \$24.99; Recommended Age: 6 & Up; Available: January 2012)

Bikini Bottom Undersea Party by LEGO

SpongeBob is throwing a huge Bikini Bottom party and everyone is invited. While Patrick spins tunes at the turntable and Squidward works the juice bar, SpongeBob gets silly by catapulting the party cake at Mrs. Puff! Includes 4 minifigures: SpongeBob, Patrick, Squidward and Mrs. Puff.

471 pieces. Age 6+.

(Suggested Retail Price: \$49.99; Recommended Age: 6 & Up; Available: January 2012)

DORA THE EXPLORER:

Fantastic Gymnastics Dora by Fisher-Price

Fantastic Gymnastics Dora is ready to win the gold in her big gymnastics meet. Help her practice and perform two gymnastic routines and seven unique moves, from splits to handstands to back bends, and more. Dora also says over 40 phrases in English and Spanish and sings a special gymnastics song. Requires 4 "AA" batteries, included.

(Suggested Retail Price: \$49.99; Recommended Age: 3 & Up; Available: Fall 2012)

Playtime Together Dora & Me Dollhouse by Fisher-Price

You're invited to a playdate at the Playtime Together Dora & Me Dollhouse! Come over to Dora's house for a sleepover, movie night, birthday party, babysitting adventure, and more. The Playtime Together Dora & Me Dollhouse unfolds to reveal tons of floor space and six rooms to fill with furniture and friends; it also includes tons of features for your playdate with Dora. Open the fridge to make a snack, dog sit Perrito and let him out the doggy door, play with the dollhouse in the attic, have a tea party adventure at the tea table and then flip it over to reveal a craft table. Press the button in the house to hear realistic sounds and over 30 sound effects and Spanish and English phrases from Dora and her family. Includes: Dora, Mami, Papi, Perrito, bed, couch, oven, sink, craft table that transforms into a tea table and two stools. Requires 3 "AA" batteries, included.

(Suggested Retail Price: \$69.99; Recommended Age: 3 & Up; Available: Fall 2012)

Ready for Potty Dora by Fisher-Price

Toddler Dora is learning how to use the potty. Ready for Potty Dora knows when she's gotta go and will sing a special song and ask you to put her on the potty. Once she is on the potty and is finished using it, she will sing and celebrate to let you know how excited she is to be using the potty like a big girl. Includes potty, sippy cup and a link to an online storybook about Dora's first potty adventure. A grown-up can even go online and print out potty training milestone charts and certificates from Dora. Requires 3 "AA" batteries, included.

(Suggested Retail Price: \$24.99; Recommended Age: 3 & Up; Available: Fall 2012)

TEAM UMIZOOMI:

Come & Get Us! Counting UmiCar by Fisher-Price

Introducing the Team Umizoomi Come & Get Us! Counting UmiCar! Includes motorized UmiCar with Milli and Geo, and an easy-to-use UmiPhone remote control with three buttons. Press the center button to call UmiCar and he'll magically drive straight to you, just like the show. Press the forward arrow button and UmiCar moves and counts. Press the reverse button and UmiCar spins and counts backwards. The Team Umizoomi Come & Get Us! Counting UmiCar helps teach numbers and counting. Requires 4 "AA" batteries, included, and 3 "AAA" batteries, not included.

(Suggested Retail Price: \$34.99; Recommended Age: 2 & Up; Available: Fall 2012)

Umi Shape Adventures Board by Fisher-Price

Introducing the Team Umizoomi Shape Adventures Board! The talking Shape Board includes four double-sided Umizoomi mission cards and 12 shape pieces. Three easy steps to play! 1) Slide an Umizoomi mission card into Bot's belly screen. 2) Build real-life objects by plugging in shape pieces. 3) Slide UmiCar to see shapes spin and hear exciting phrases and sound effects. Place Umizoomi mission cards and shape pieces right on the board for easy storage. Helps teach shapes and spatial relations. Requires 3 "AA" batteries, not included.

(Suggested Retail Price: \$32.99; Recommended Age: 2 & Up; Available: Fall 2012)

VICTORIOUS:

"Freak the Freak Out" Singing Doll by Spin Master

Girls everywhere can hear Tori sing the hit song, "Freak the Freak Out." The "Freak the Freak Out" Singing Doll not only bears the exact likeness to Victoria Justice, but she also sings just like her. Lift her left arm and microphone to her mouth to hear her sing and lift her right arm to hear the crowd go wild. Girls can relive the exact moment when Tori discovers her inner talent which places her in the prestigious performing arts high school, Hollywood Arts.

(Suggested Retail Price: \$24.99; Recommended Age: 5 & Up; Available: January 2012)

Tori Doll by Spin Master

With an exact likeness to Victoria Justice, the Tori doll comes dressed in her signature red dress which comes straight from the show. She's wearing a red dress, has cute boots and other awesome accessories so girls can play out key scenes with their very own Tori doll.

(Suggested Retail Price: \$16.99; Recommended Age: 5 & Up; Available: January 2012)

Victorious Friends Doll Assortment by Spin Master

All students at Hollywood Arts are super talented. With your Victorious Friends Dolls, you can join in on all the fun. The assortment includes Trina, Cat, and Jade. Each doll looks just like the real character and their fashions come straight from the hit show!

(Suggested Retail Price: \$16.99; Recommended Age: 5 & Up; Available: January 2012)

Victorious Microphone by Spin Master

The Victorious Microphone gives any girl the chance to express her inner Tori Vega. You can sing the hit theme song "Make It Shine" along with Tori or try it all on your own with just the instrumental as back up. Combine with additional sound effects such as a cool back beat and audience applause to make the performance all your own. Or simply turn the microphone on to amplify your voice for even more exciting ways to perform.

(Suggested Retail Price: \$17.99; Recommended Age: 5 & Up; Available: January 2012)

Victorious Locker Decorator by Spin Master

Express your personality and creativity just like the students at Hollywood Arts High School by personalizing your own mini-locker. Decorate it with the stickers and locker liners that are included and play with the laptop and backpack (which really opens) with your Victorious dolls.

(Suggested Retail Price: \$14.99; Recommended Age: 5 & Up; Available: January 2012)

"Best Friend's Brother" Singing Doll by Spin Master

Girls everywhere can hear Tori sing the hit song, "Best Friend's Brother." The Singing Doll not only bears the exact likeness to Victoria Justice, but she also sings just like her. Lift her left arm and microphone to her mouth to hear her sing. Girls can relive the hit "Prom Wrecker" episode where Tori sets out to create the ultimate prom for Hollywood Arts.

(Suggested Retail Price: \$24.99; Recommended Age: 5 & Up; Available: August 2012)

Tori Doll by Spin Master

With an exact likeness to Victoria Justice, the Tori doll comes dressed in a beautiful purple dress which is inspired by fashions from the show. She's wearing a purple dress, has cute heels and other awesome accessories so girls can play out key scenes with their very own Tori doll.

(Suggested Retail Price: \$16.99; Recommended Age: 5 & Up; Available: August 2012)

Victorious "Freak the Freak Out" Microphone by Spin Master

The Victorious "Freak the Freak Out" Microphone — in the signature gold color — gives any girl the chance to express her inner Tori Vega. You can sing the hit song "Freak the Freak Out" along with Tori or try it all on your own with just the instrumental as back up. Combine with additional sound effects such as a cool back beat and audience applause to make the performance all your own. Or simply turn the microphone on to amplify your voice for even more exciting ways to perform.

(Suggested Retail Price: \$17.99; Recommended Age: 5 & Up; Available: August 2012)

About Nickelodeon:

Nickelodeon, now in its 32nd year, is the number-one entertainment brand for kids. It has built a diverse, global business by putting kids first in everything it does. The company includes television programming and production in the United States and around the world, plus consumer products, online, recreation, books and feature films. Nickelodeon's U.S. television network is seen in 100 million households and has been the number-one-rated basic cable network for 17 consecutive years. For more information or artwork, visit <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ: VIA, VIAB).

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