

Nickelodeon and Playmates Toys Debut 2014 Teenage Mutant Ninja Turtles Toy Line Extension

The NPD Group Declares *Teenage Mutant Ninja Turtles* the Number-One Action Figure Property in the U.S.

NEW YORK--(BUSINESS WIRE)-- Fresh off their blockbuster success with *Teenage Mutant Ninja Turtles*, Nickelodeon and Playmates Toys will reveal their 2014 toy expansion during the American International Toy Fair in New York City, Feb. 16-19.

Teenage Mutant Ninja Turtles was 2013's number-one action figure property¹ and ranked as a top ten property across the entire toy industry². The 2014 collection features two brand-new products including Z-Line Ninja Playsets, a zip-line adventure for Turtle action figures, and Half-Shell Heroes, small and rounded action figures and playsets designed and safety-tested for the youngest Turtles fans. The rest of the lineup consists of a refresh of hits including action figures and vehicles, role play gear and plush.

"Playmates Toys have outdone themselves with a robust 2014 product assortment that truly captures the heart and soul of *Teenage Mutant Ninja Turtles*," said Pam Kaufman, Chief Marketing Officer and President Consumer Products, Nickelodeon. "The introduction of Half-Shell Heroes and Z-Line Ninjas, coupled with the amazing refresh of our core line will have our fans oozing with excitement! We're looking forward to another monumental year for *Turtles*."

"The enormous success of the toy line since its epic return in 2012 demonstrates the timeless appeal of the heroes in a half shell," said Karl Aaronian, Senior Vice President of Marketing, Playmates Toys. "Playmates Toys is proud to continue the evolution of the toy line, which offers unique new features and scenarios that provide kids as young as three with open-ended and imaginative ninja play."

Highlights of the 2014 *Teenage Mutant Ninja Turtles* line from Playmates Toys include the following:

- **Half-Shell Heroes:** For the first time, kids as young as three can join in non-stop ninja fun. The all-new Heroes In a Half-Shell segment includes action figures, vehicles and playsets, sized just right for preschool hands. It allows little ones to enjoy open-ended imaginative



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Teenage Mutant Ninja Turtles Half Shell Heroes (Photo: Business Wire)
play with the *Teenage Mutant Ninja Turtles* heroes and mutants.

Available this fall, the line includes an assortment of 2.5" action figures, including **Leo with Luge**, **Mikey with Skateboard** and **Raph with Mini Cycle**. Also featured is the **Shellraiser**, the Turtles' infamous group vehicle packed with action features; **Secret Sewer HQ Playset with Mikey and Splinter**, which allows little ones to engage in endless ninja play; and **Mega Mutant Leonardo**, which permits kids to practice ninja training with Leonardo as they control his ninja kicks and chops.

- **Z-Line Ninja Playsets:** The all-new collection of Z-line Ninja playsets allows kids to zip their Turtles action figures around the room. The playsets attach safely to walls and the zip-lines are easily connected, allowing kids to trigger a chain reaction, launching even more Turtle figures. Available this spring, the line includes two basic playsets, **Freefall Fire Escape** and **Window Wipeout**, and two deluxe playsets, **Water Tower Washout** and **Billboard Breakout**. This fall, the ultimate zip-lining fans can zip their Turtles from greater heights with the **Construction Crane Cascade** high-flying pulley system. Each playset includes a gargoyle launcher, zip-lines, angle gauge and more. For extended ninja play, all Z-line Ninja sets connect to create a world of zip-line action! Action figures are sold separately.
- **Action Figures:**

Basic Action Figure: This assortment continues to grow with the addition of more than 25 new figures in 2014, including some of the most beloved characters from the original 1990's *Teenage Mutant Ninja Turtles* series such as Casey Jones, Bebop and Rocksteady. The highly detailed action figures are fully articulated and uniquely sculpted, with heights ranging from 4" to 5.5". Each figure is equipped with unique accessories and is compatible with most of the vehicles and playsets in the line. Figures launching in the spring include Casey Jones, Kirby Bat, Rahzar, Mutagen Man and Slash. Figures launching in the fall include the Robotic Foot Soldier, Dojo Splinter, Newtralizer, Squirrelanoid, Baxter Fly, Bebop and Rocksteady.

Ninja Action Deluxe Figures: Kids can wind these figures up and watch as they perform ninja moves, including front flips, cartwheels and extreme knee spins. The collection includes Ninja Cartwheeling Leonardo, Ninja Front Flipping Raphael and Ninja Knee Spin Michelangelo.

11-inch Interactive Talking Turtles: Kids' favorite heroes in a half-shell come to life with these new interactive Turtles. They have a lot to say and can even talk to one another. Each Turtle knows when one of their brothers is talking and can even provide their own unique responses. When all four of the Turtles are together, kids can listen as their personalities come to life! The collection includes Leonardo, Raphael, Donatello and Michelangelo.

Stretch N Shout Action Figures: These new figures allow kids to hear the "battle shouts" of their favorite Turtles. Each figure stands over 8" tall, comes with their core accessories and features stretchable arms. Kids can stretch the Turtles' arms, listening to the pitch get higher as the arms are stretched further. The collection includes Leonardo and Raphael.

Throw N' Battle Deluxe Figures: Leonardo, Raphael, Donatello and Michelangelo are always ready for a battle against Shredder and the evil Foot Clan, and now the Turtles can be thrown into the battle with these new figures. Decked out in their night ninja outfits, the Throw N' Battle Turtles start out in stealth mode with their legs and arms folded behind their head. Give them a toss into the battle and they spring to their feet, unleash their weapons and are ready to take out Shredder and the Foot!

- **Vehicles:**

Teenage Mutant Ninja Turtles Blimp: This iconic group vehicle from the 1980s TV series is back! The new vehicle inflates to about 30 inches long, features Turtle gliding wings, authentic Turtle graphics, holds up to five of the Turtles basic action figures and includes a repelling system to quickly drop the Turtles into battle. The blimp's easy grip handle helps kids maneuver the battle between the Turtles and Shredder and the Foot.

Available this spring, additional vehicles include **Grass-Kicker**, **Shell Flyer**, **Leo and Donnie's Patrol Buggy**, **Turtle Sub**. Coming this fall will be the **Ninja Control Patrol Buggy**, **Turtle Hot Rod** and **Mikey's and Raph's Patrol Buggy**.

- **Role Play Gear:**

Teenage Mutant Ninja Turtles fans can relive their favorite moments from the show with the release of new role play items. This spring, fans can move the ninja action from land to water for the ultimate Turtle takedown with the **Sewer Spewer Water Weapons**. In addition, Turtle Power will be had with the **High-3 Turtle Hands**, motion-activated battle hands with sound effects and **Ninja Turtles Walkie Talkies**. Arriving this fall are **Electronic Masks** that fans can use to 'mutate' into Leonardo or Michelangelo, and the **Casey Jones Deluxe Mask**, which allows kids to transform into the masked vigilante.

1 - Source: The NPD Group, Inc., 2012 and 2013

2 - Source: The NPD Group, Inc., Toys & Traditional Games, Annual 2012-2013

About Playmates Toys

With a history of over 40 years, Playmates Toys is today among the most well-respected and innovative marketing and distribution companies in the global toy industry with a proven history in the creation of imaginative products as well as the development and management of profitable, long-term brand franchises. Key brands include TEENAGE MUTANT NINJA TURTLES, HEARTS FOR HEARTS GIRLS and WATERBABIES. 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> or <http://facebook.com/playmatestoys>

About Nickelodeon

Nickelodeon, now in its 34th 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 more than 100 million households and has been the number-one-rated basic cable network for 19 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, VIA.B). <http://www.nickpress.com>. Nickelodeon and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ: VIA, VIA.B).

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