

Teenage Mutant Ninja Turtles' Dynamic Duo Bebop and Rocksteady Launch Exclusively at Walmart

Playmates Toys to Introduce Bebop and Rocksteady Action Figures, Inspired by Nickelodeon TV Series

EL SEGUNDO, Calif.--(BUSINESS WIRE)-- Nickelodeon and Playmates Toys, the companies behind the hit TV show and number-one-selling action-figure brand, *Teenage Mutant Ninjas Turtles*, today announced the launch of its Bebop and Rocksteady action figures available mid-November exclusively at Walmart. The villainous duo will then make their much-anticipated return to TV this January as part of the current third season of [Nickelodeon's](#) CG-animated [Teenage Mutant Ninja Turtles](#) series.



Bebop (Photo: Business Wire)
hammer-and-sickle weapon accessories.

"Partners in crime Bebop and Rocksteady have been fan favorites since the original animated series debuted in the 1980s," said Karl Aaronian, Senior Vice President of Marketing, Playmates Toys. "We're thrilled to have had the opportunity to update the characters for a whole new generation of kids and original Turtles fans to enjoy."

"Fans old and new alike have been waiting for these two great villains to make their big return, and the time has finally come," said Manuel Torres, Senior Vice President, Global Toys and Publishing, Nickelodeon. "*Turtles* is having such incredible success on TV, in toys and across movie theaters worldwide, and adding Bebop and Rocksteady to the mix will just ratchet up the energy even higher."

The highly detailed Bebop and Rocksteady action figures stand 5" tall, are fully articulated and uniquely sculpted to capture the personalities of this perennially popular duo. Each figure is equipped with unique accessories and is compatible with most of the vehicles and playsets in the *Teenage Mutant Ninja Turtles* toy line. Bebop, a pig-headed mutant, features a bright purple Mohawk, X-ray glasses and comes ready to battle with his weapon accessories. Rocksteady, a mutated rock-headed Rhino and the brains behind the duo, is ready to hunt down the Turtles with his

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 today's #1 selling male action brand 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 35th 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 almost 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).

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20141111006052/en/>

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