

**PLAYMATES TOYS EXPANDS THEIR DINO-MITE LINE OF TOYS BASED ON
UNIVERSAL STUDIOS' HIGHLY SUCCESSFUL FRANCHISE**



**Chomp, Thump and Fly Into Spring With Three New Action Figures,
A New Vehicle And More!**

COSTA MESA, Calif., October XX, 2007– Playmates Toys expands its popular dino product line based on Universal Studio's highly successful franchise, *The Land Before Time*. A billion-dollar property, *The Land Before Time* is considered the most successful feature-length children's home entertainment franchise of all time. The series introduces the endearing young dinosaurs to a whole new generation and brings the richly animated world to over 91 million homes in the United States. Set in prehistoric times, the series follows the journeys of Littlefoot and his dinosaur pals who, together, experience wondrous adventures, encounter challenging obstacles, and learn memorable life lessons about trust, friendship, caring and sharing. Universal Studios Home Entertainment continues to release the popular franchise on DVD, including two new releases on November 27, 2007 as well as four new TV compilations in 2008.

This Spring, get ready for more earth-shaking, high-flying adventures with amazing new action figures, bean bag plush characters and more! Kids can create their own adventures at home with new Spike, Petrie and Chomper action figures. For a limited time, select basic figures, vehicles and large plush will be packaged with *The Land Before Time, The Cave of Many Voices* episodic DVD. Designed for children age three and up, each figure will be available for the suggested retail price of \$7.99.

The following new offerings will be included:

- ***Tail Thumpin' Spike*** – A strong, silent dinosaur, Spike has a big heart and is always eager to help his friends. Push the button on Spike's back to make his tail swing and knock down tree fruit to reveal hidden surprises!
- ***Flappin' Petrie*** – Fly around the Great Valley with the clumsy and endearing Petrie. Squeeze Petrie's legs together and his wings will flap up and down while his head nods in motion too. Clip him to the tree log accessory and he'll flap while you roll the log along.
- ***Bug Catchin' Chomper*** – The sweetest T-Rex around, Chomper proves that a Sharptooth can be friends with the leaf-eaters'. Watch him show-off his bug-catching skills in three simple steps. Load a bug onto the leaf, squeeze Chomper's legs together to flip it into the air and watch him open his mouth to catch the bug for a yummy treat!

Pull Back Leaf Racer

Littlefoot will love racing through the Great Valley on a specially made Leaf Racer! Place Littlefoot on the leaf, pull the vehicle back and watch him go! Created for children three and up, the Leaf Racer comes with a Littlefoot figure, works with all other basic figures and will be available for the suggested retail price of \$9.99.

Bean Bag Plush

Playmates Toys completes their assortment of bean bag plush core characters with the addition of Spike and Petrie. Created for tiny tikes 18 months and over, each squeezable 6-7" plush will be available for a suggested retail price of \$7.99.

Large Plush

Brand new for Spring, Playmates Toys will also be offering a 12" Ducky plush. Soft and huggable, Ducky is a perfect pal for children 18 months and over and will be available for the suggested retail price of \$14.99.

About The Land Before Time

A billion-dollar property, which boasts 12 full-length movies, is beloved by both moms and kids. The Land Before Time is considered the most successful animated feature-length children's made-for-video franchise of all time, having sold more than 60 million units worldwide.

Universal Studios Home Entertainment continues to support the franchise with a consistent flow of new DVD releases. *The Land Before Time (XII): The Great Day of the Flyers* and second volume of TV episodes, *The Land Before Time: Amazing Adventures* both debuted earlier this year. On November 27 2007, *The Land Before Time (XIII): Wisdom of Friends* and the third television series compilation, *The Land Before Time: Good Times-Good Friends*, will be released. In 2008 there will be four additional TV compilations released on DVD, one release per quarter.

Set in prehistoric times, the series follows the journeys of young dinosaurs who experience wondrous adventures, encounter challenging obstacles and learn memorable life lessons about love, trust, friendship, learning, caring and sharing. The cast of dinosaur characters includes Littlefoot, the lovable long neck Apatosaurus; Cera, the feisty three-horn Triceratops; Ducky, the naive duckbill swimmer Parasaurolophus; Petrie, the comic flyer Pterodactyl; Chomper, the newly hatched fearless friendly Tyrannosaurus; Spike the ravenous spiketail Stegosaurus; and new character Ruby, the tiny Oviraptor with the big personality.

About Universal Studios Consumer Products Group

Universal Studios Consumer Products Group is responsible for global licensing and retail strategies as well as building brand recognition of the extensive catalogue of NBC Universal properties. Universal Studios Consumer Products Group is a unit of NBC Universal, one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. Formed in May 2004 through the combining of NBC and Vivendi Universal Entertainment, NBC Universal owns and operates a valuable portfolio of news and entertainment networks, a premier motion picture company, significant television

production operations, a leading television stations group, and world-renowned theme parks. NBC Universal is 80%-owned by General Electric, with 20% owned by Vivendi Universal.

About The Playmates Toys Company

For more than 40 years Playmates Toys, Inc. has been one of the most well respected and innovative marketing and distribution companies in the global toy industry with a proven history in both the creation of innovative and imaginative products as well as the development and management of profitable, long-term brand franchises.

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Contacts:

Corina Galdamez/Sarah Gumina
Bender/Helper Impact
310-473-4147
corina_galdamez@bhimpact.com
sarah_gumina@bhimpact.com