

FOR IMMEDIATE RELEASE

OVER 70,000 SPORT STACKERS TO TAKE PART IN GUINNESS WORLD RECORD FOR THE LARGEST SPORT STACKING EVENT

**First-Ever World Sport Stacking Association (WSSA) "STACK UP!"
On Monday, November 6th To Kick off the 2006 Guinness World Records™ Week**

Deerfield Beach, FL (November 1st, 2006) – The sound of furiously stacked cups will kick off the 2006 Guinness World Records Week as sport stackers from around the world take part in the first-ever World Sport Stacking Association (WSSA) STACK UP! with the goal of setting a new world record for the "Most People Sport Stacking At Multiple Locations In One Day."

Throughout the day of November 6th, each participant will spend at least 30 minutes sport stacking, which involves up stacking and down stacking specially designed Speed Stacks® cups in prescribed patterns at lightning speeds. This fast-action sport has been gaining popularity since the early 1990s and is currently practiced in more than 13,000 schools, camps and youth organizations worldwide.

According to Matt Reed, WSSA Executive Director, the Guinness World Records event is a great platform to bring together sport stackers of all ages. "Sport stacking is enjoyed by everyone from kids and teens, to colligates, seniors and entire families. It's all about hand-eye coordination, action, speed and lots of fun. We're very excited to be teaming up with Guinness World Records to set a new sport stacking world record."

Groups of sport stackers from a wide variety of organizations are enthusiastically signing up to participate in the STACK UP! Participating groups range in size from 1,250 students at an elementary school in Texas to a one room school house in Canada. Other groups include a special needs class at a high school in Washington state and a senior citizens group in Arizona with an average age of 87! For more information on participating in the record-setting STACK UP!, please visit www.worldsportstackingassociation.org.

Alistair Richards, Guinness World Records Chief Operating Officer added, "November 6th kicks off a week of celebrations and record-breaking for Guinness World Records across the globe, and we're thrilled with the enthusiasm and turnout for this sport stacking event."

This Fall, the **Speed Stacks® StackPack®** became available at retail stores for the first time ever to offer the official equipment of the WSSA to sport stackers everywhere. The Speed Stacks StackPack by Play Along®, a division of JAKKS Pacific, Inc. (NASDAQ: Jakk), includes 12 Speed Stacks competition cups with a sport carrying bag, a StackMat® - an optimum stacking surface with electronic precision timer, and an instructional DVD. For more information on Speed Stacks, visit www.speedstacks.com.

About the World Sport Stacking Association (WSSA)

The WSSA promotes the standardization and advancement of sport stacking worldwide. This association serves as the governing body for sport stacking rules and regulations, provides a uniform framework for sport stacking events such as Stack Meets, Leagues and Tournaments and sanctions sport stacking competitions and records. The WSSA World Sport Stacking Championships take place every year in Denver, Colorado and draws over 1,100 competitors from around the world. For more information, visit www.worldsportstackingassociation.org.

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About Play Along

Play Along®, a division of JAKKS Pacific, Inc., is the award-winning toy company behind some of the most recognizable and popular children's toy licenses in the world, including Cabbage Patch Kids®, Care Bears®, Doodle Bear®, Snugglers and the classic good luck Trolls. In addition to traditional toy lines, Play Along also manufactures and markets Speed Stacks®, the official equipment of the World Sport Stacking Association. Play Along's products are found at specialty, gift and major mass retailers worldwide. For more information about Play Along's products, visit www.playalongtoys.com.

About JAKKS Pacific, Inc.

JAKKS Pacific, Inc. (NASDAQ: JAKK) is a multi-brand company that designs and markets a broad range of toys and consumer products. The product categories include: Action Figures, Art Activity Kits, Stationery, Writing Instruments, Performance Kites, Water Toys, Sports Activity Toys, Vehicles, Infant/Pre-School, Plush, Construction Toys, Electronics, Dolls, Dress-Up, Role Play, and Pet Toys and Accessories. The products are sold under various brand names including JAKKS Pacific®, Play Along®, Flying Colors®, Creative Designs International™, Road Champs®, Child Guidance®, Pentech®, Trendmasters®, Toymax®, Funnoodle®, Go Fly a Kite®, Color Workshop®, JPI™ and Plug It In & Play TV Games™. JAKKS and THQ Inc. participate in a joint venture that has worldwide rights to publish and market World Wrestling Entertainment video games. For further information, visit www.jakkspace.com.

About Guinness World Records

Guinness World Records is the universally recognized authority on record-breaking achievement. First published in 1955, the annual Guinness World Records book is published in more than 100 countries and 20 languages and is one of the highest-selling books under copyright of all time with more than 3 million copies sold annually across the globe. Guinness World Records celebrated its 50th anniversary edition in 2004, a year after the sale of its 100 millionth copy. The Guinness World Records website (www.guinnessworldrecords.com) receives more than 11 million visitors a year. Guinness World Records is published by HIT Entertainment Limited, a fully integrated global studio with divisions in the U.K., U.S., Canada and Japan, including broadcast production and distribution, video and audio sales, consumer products licensing and marketing.

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