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# **SKECHERS Partners with JAKKS Pacific to Launch New Line of Twinkle Toes Branded Dolls**

MANHATTAN BEACH, Calif.--(BUSINESS WIRE)-- [SKECHERS USA, Inc.](#) (NYSE:SKX) today announced that it has partnered with leading U.S. toymaker JAKKS Pacific, Inc. (Nasdaq:JAKK) to launch a new line of dolls based on SKECHERS' popular Twinkle Toes character. The initial launch includes four unique dolls that stand 6.5-inches in height dressed in colorful, fashion-forward outfits and light-up SKECHERS Twinkle Toes shoes that complement their bright personalities.

Twinkle Toes branded doll featuring light-up shoes (Photo: Business Wire)

Additionally,  
SKECHERS and  
JAKKS have

partnered to create original digital media content that is animated by the state-of-the-art production team Cosmic Toast Studios. Beginning in July, 11 webisodes featuring the Twinkle Toes doll characters will be released bimonthly on [TwinkleToesUSA.com](#). Each webisode will follow the adventures of the four "Twinkle Girls" as they encounter life lessons and themes such as friendship, the importance of education, and setting goals.

"We're thrilled to see our most popular SKECHERS Kids character brought to life in this new Twinkle Toes doll line from JAKKS Pacific," said SKECHERS president Michael Greenberg. "[Twinkle Toes](#) has consistently been our top performing children's footwear line since its introduction in 2008, and the global success is evident not only from the popularity of the footwear collection, but also with the broad appeal of the Twinkle Toes character. JAKKS' Twinkle Toes doll collection and webisodes will allow children to use their imaginations and interact with their favorite SKECHERS character in an exciting new format."

"Kids already know and love the Twinkle Toes character, and we are thrilled to partner with SKECHERS to create engaging content, and bring these fun and loveable characters to life," said Stephen Berman, Chief Executive Officer, JAKKS Pacific. "JAKKS is bringing creativity and innovation to this franchise to extend children's love of the Twinkle Toes brand in a whole new way."

The [SKECHERS](#) Twinkle Toes doll line is now available nationwide at Toys "R" Us and is scheduled to launch at select Target retail stores in Fall 2015.

## **About SKECHERS USA, Inc.**

SKECHERS USA, Inc., based in Manhattan Beach, California, designs, develops and markets a diverse range of lifestyle footwear for men, women and children, as well as performance footwear for men and women. SKECHERS footwear is available in the United States and over 120 countries and territories worldwide via department and specialty stores, more than 1,050 SKECHERS retail stores, and the Company's e-commerce website. The Company manages its international business through a network of global distributors, joint

venture partners in Asia, and 12 wholly-owned subsidiaries in Brazil, Canada, Chile, Japan and throughout Europe. For more information, please visit [skechers.com](http://skechers.com) and follow us on Facebook ([facebook.com/SKECHERS](https://facebook.com/SKECHERS)) and Twitter ([twitter.com/SKECHERSUSA](https://twitter.com/SKECHERSUSA)).

### **About JAKKS Pacific, Inc.**

JAKKS Pacific, Inc. (NASDAQ: JAKK) is a leading designer and marketer of toys and consumer products with a wide range of products that feature popular brands and children's toy licenses. JAKKS' diverse portfolio includes Action Figures, Electronics, Dolls, Dress-Up, Role Play, Halloween Costumes, Kids Furniture, Vehicles, Plush, Art Activity Kits, Seasonal Products, Infant/Pre-School, Construction Toys, Ride-On Vehicles, Wagons, Inflatable Environments and Tents, Impulse Toys and Pet Products sold under various proprietary brands including JAKKS Pacific®, Road Champs®, Funnoodle®, JAKKS Pets™, Plug It In & Play TV Games™, Kids Only!®, Tollytots®, Disguise®, Moose Mountain® and Maui®. JAKKS is an award-winning licensee of several hundred nationally and internationally known trademarks including Nickelodeon®, Warner Bros.®, DC Comics and Saban's Power Rangers®. DreamPlay Toys, LLC is a joint venture between JAKKS Pacific, Inc. and NantWorks LLC to develop, market and sell toys and related consumer products incorporating NantWorks' proprietary iD recognition technology. [www.jakks.com](http://www.jakks.com)

*This press release may contain forward-looking statements (within the meaning of the Private Securities Litigation Reform Act of 1995) that are based on current expectations, estimates and projections about JAKKS Pacific's and SKECHERS' businesses based partly on assumptions made by their respective management. These statements are not guarantees of future performance and involve risks, uncertainties and assumptions that are difficult to predict. Therefore, actual outcomes and results may differ materially from what is expressed or forecasted in such statements due to numerous factors with respect to JAKKS, including, but not limited to, those described above, changes in demand for JAKKS' products, product mix, the timing of customer orders and deliveries, the impact of competitive products and pricing, and difficulties with integrating acquired businesses. Factors that might cause or contribute to such differences with respect to SKECHERS include international economic, political and market conditions including the uncertainty of sustained recovery in Europe; entry into the highly competitive performance footwear market; sustaining, managing and forecasting costs and proper inventory levels; losing any significant customers; decreased demand by industry retailers and cancellation of order commitments due to the lack of popularity of particular designs and/or categories of products; maintaining brand image and intense competition among sellers of footwear for consumers; anticipating, identifying, interpreting or forecasting changes in fashion trends, consumer demand for the products and the various market factors described above; sales levels during the spring, back-to-school and holiday selling seasons; and other factors referenced or incorporated by reference in JAKKS' and SKECHERS' respective quarterly reports on Form 10-Q for the three months ended March 31, 2015. The risks included here are not exhaustive. JAKKS and SKECHERS operate in very competitive and rapidly changing environments. New risks emerge from time to time and the companies cannot predict all such risk factors, nor can the companies assess the impact of all such risk factors on their respective businesses or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements. The forward-looking statements contained herein speak only as of the date on which they are made, and neither JAKKS nor SKECHERS undertakes any obligation to*

*update any of them to reflect events or circumstances after the date of this release.*

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