



PRESS INFORMATION FOR IMMEDIATE RELEASE



EL SEGUNDO, CA., July 14, 2010

## Details and images of Michael Jackson Collectible Figures unveiled



After much anticipation, the first images and product details of the upcoming official collectible Michael Jackson figures have been unveiled by **Playmates Toys** who earlier this year signed a deal with Bravado, the world's leading global music merchandising company, to create collectibles based on the legendary King of Pop. The figures, which are to be distributed by Character Options in the UK, will be launched in autumn from both retailers and collector's websites.

Michael's incomparable style comes to life with Playmates' unique new 10" scale collectible which captures his likeness and the incredible fashions which have become legendary. The first 10" style will be Billie Jean which captures the bold and flashy outfit worn in the short film. The second 10" collectible is Thriller featuring the iconic red with black trim outfit from the most famous short film of all time. These two styles will launch in 2010 followed up with additional styles shortly after.

Speaking of the unveiling, **Jon Diver, Joint Managing Director of The Character Group plc**, commented: "We are privileged to be working with Playmates Toys on this project and are delighted that we can finally reveal Playmates Toys' first two Michael Jackson Figures that will be released for sale. Since first reporting our agreement during London Toy Fair in January we have been inundated with requests for further details. Now that the first images and product details have been released, we are amazed at the likeness to the legend that was Michael Jackson. We have no doubt that they will become treasured collector's pieces for any fan."

**Tom Bennett, Chief Executive Officer of Bravado** further stated: "We are delighted to expand our successful line of Michael Jackson collectible memorabilia by working with the innovative team at Playmates Toys. This new line truly celebrates Michael's unmistakable style and irreplaceable talent. Bringing in Playmates as a licensee only further cements Michael's retail visibility and helps commemorate and preserve the legacy that is Michael Jackson."



**About Playmates Toys** For over 40 years, Playmates Toys is among the most well respected and innovative marketing and distribution companies in the global toy industry with a proven history in the creation of innovative and imaginative products as well as the development and management of profitable, long-term brand franchises, including TEENAGE MUTANT NINJA TURTLES, iCARLY and Michael Jackson. 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> Playmates Toys Inc. (HKSE: 0869)

**About Bravado** Bravado, the only global, 360° full service merchandise company, develops and markets high-quality licensed merchandise to a world-wide audience. The company works closely with new & established entertainment clients, creating innovative products carefully tailored to each artist or brand. Product is sold on live tours, via selected retail outlets and through web-based stores. Bravado also licenses rights to an extensive network of third party licensees around the world. The company maintains offices in London, Los Angeles, New York, Berlin, Paris, Tokyo and Sydney. In addition to Michael Jackson, Bravado artists include The Rolling Stones, Paul McCartney, Kanye West, Beyonce, No Doubt, Nickelback, Lady Gaga, Katy Perry, Elton John, Guns 'N Roses, Metallica, Led Zeppelin, Green Day and The Killers, among many others.

**About Character Options** Based in both New Malden Surrey and Oldham, Lancashire Character Options is one the leading manufacturers and distributors and licensed and unlicensed toys for children. Collections included Peppa Pig, Doctor Who, H.M. Armed Forces and Zhu Zhu Pets™. Check out [www.character-online.co.uk](http://www.character-online.co.uk) for further details

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