



JUNIOR BLIND OF AMERICA BRINGS CHRISTMAS IN JULY TO CHILDREN WHO ARE BLIND AND VISUALLY IMPAIRED

JAKKS Pacific Joins the Celebration and Donates Toys and Time to Support Children in the Company's Local Community

MALIBU (July 17, 2009) - Junior Blind of America, a non-profit organization dedicated to helping children and adults who are blind, visually impaired or multi-disabled achieve independence, will host **Christmas in July on Friday, July 17, 2009, from 7 p.m. to 9:30 p.m.** at Junior Blind's Camp Bloomfield located at 35375 Mulholland Highway Malibu, CA 90265.

Bringing joy to campers ages 5-10 who are blind, visually impaired or multi-disabled, Christmas in July has been a long-standing tradition in Camp Bloomfield's more than 50-year history. Each summer, Camp Bloomfield is turned into a magical winter wonderland, featuring real snow, holiday songs and a special visit from Santa.

This year, JAKKS Cares™, the philanthropic division of leading U.S. toymaker JAKKS Pacific, Inc., will donate nearly 1,000 JAKKS toys, including Disney FM Radios, Cheetah Girl Dolls, NASCAR toy vehicles, Vivid Velvet posters and other arts and crafts items to children who are blind, visually impaired or multi-disabled. In addition, employees from the Malibu-based company will lend a helping hand by volunteering as Santa's helpers at the event.

"JAKKS Pacific is proud to partner with Junior Blind by donating hundreds of toys to help make Christmas in July even more special for all the children who attend," said Genna Rosenberg, Senior Vice President Communications, Investor Relations and Philanthropy, JAKKS Pacific. "With our JAKKS Cares program, we proudly support partners like Junior Blind and applaud them for all they do to help children smile, play and succeed."

"We are extremely grateful for JAKKS' contribution to Christmas in July at Camp Bloomfield. With their support, every camper will have the joy of opening their very own Christmas gift at this year's event," said Miki Jordan, President, Junior Blind of America.

The only facility of its kind in Southern California, Junior Blind's Camp Bloomfield now serves more than 1,885 individuals each year free of charge. Through activities such as rock climbing, ropes courses, horseback riding and archery, campers who are blind or multi-disabled are given the opportunity to take part in fun, social and physical activities that are an important part of every child's development.

About Junior Blind of America

Founded in 1953 as the Foundation for the Junior Blind, Junior Blind of America remains an innovative leader in helping people of all ages who are blind, visually impaired or multi-disabled achieve independence. Each year, Junior Blind of America provides services to thousands of individuals and their families through programs that offer individualized methods of early intervention, education, rehabilitation and recreation. These life-changing programs are designed to empower infants, children, teens and adults to reach their highest level of independence and self-esteem. To learn more, please visit www.juniorblind.org.

About JAKKS Cares™

JAKKS Cares is the philanthropic division of leading U.S. toymaker JAKKS Pacific, Inc. Through JAKKS Cares initiatives, the Company utilizes the powerful resources and inspired employees of JAKKS™ to assist needy children, families and even pets around the world. JAKKS Pacific is strongly committed to being philanthropic and socially responsible corporate citizens and to creating changes that will improve the lives and well-being of children for generations to come.

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