



JADA TOYS SECURES VEHICLES LICENSE FOR *JURASSIC WORLD* AND *FAST & FURIOUS 7*

Universal Pictures' *Jurassic World* and *Fast & Furious 7* Scheduled for 2015 Release

CITY OF INDUSTRY, CA – July 31, 2014 – Jada Toys, Inc., a leading manufacturer of boys and girls toys, today announced it has been granted the vehicle rights for two highly anticipated Universal Pictures' films, *Jurassic World* and *Fast & Furious 7*, through a licensing agreement with Universal Partnerships & Licensing. Both films are slated for release worldwide in 2015.

"Jada is a perfect fit for both *Jurassic World* and *Fast & Furious 7* because of our strength in producing high-quality die cast and radio controlled vehicles with innovative flair," says May Li, President at Jada Toys. "We are excited to show off the products we have developed to compliment these action-packed movies."

Jurassic World, the long-awaited next installment in the *Jurassic Park* series, is scheduled for theatrical release on June 12, 2015. Jada plans to develop highly-stylized radio control vehicles and collectable die cast for the movie as well as for the other films in the franchise, including *Jurassic Park*, *Jurassic Park: The Lost World* and *Jurassic Park III*.

Fast & Furious 7 is scheduled for theatrical release on April 3, 2015. Fast action and extremely customized vehicles are the inspiration for the products Jada Toys will produce for the unstoppable franchise built on speed. Jada will not only use their knowledge of producing high-quality radio control and die cast vehicles, but also will inject innovation to make the toys desirable for all ages. For more information about products from Jada Toys, please visit www.jadatoys.com.

About *Jurassic World*

Steven Spielberg returns to executive produce the long-awaited next installment of his groundbreaking *Jurassic Park* series, *Jurassic World*. Colin Trevorrow directs the epic action-adventure from a draft of the screenplay he wrote with Derek Connolly. Frank Marshall and Pat Crowley join the team as producers. *Jurassic World* will be shot in 3D and released by Universal Pictures on June 12, 2015.

About *Fast & Furious 7*

Continuing the global exploits in the unstoppable franchise built on speed, Vin Diesel, Paul Walker and Dwayne Johnson lead the returning cast of *Fast & Furious 7*. James Wan directs this chapter of the hugely successful series that also welcomes back favorites Michelle Rodriguez, Jordana Brewster, Tyrese Gibson, Chris "Ludacris" Bridges, Elsa Pataky and Lucas Black.

They are joined by international action stars new to the franchise including Jason Statham, Djimon Hounsou, Tony Jaa, Ronda Rousey and Kurt Russell. Neal H. Moritz, Vin Diesel and Michael Fottrell return to produce the film written by Chris Morgan.

About Universal Partnerships & Licensing

Universal Partnerships & Licensing (UP&L) oversees NBCUniversal's consumer product licensing, film, home entertainment and television promotions, and corporate alliances for Universal's theatrical, home entertainment, television, theme parks and stage productions. This dedicated division is also responsible for monetizing the company's vast library of films and characters through licensing, branding and marketing opportunities. UP&L is part of NBCUniversal. NBCUniversal is 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. NBCUniversal owns and operates a valuable portfolio of

news and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, world-renowned theme parks, and a suite of leading Internet-based businesses. NBCUniversal is a subsidiary of Comcast Corporation.

About Jada Toys, Inc.

Jada Toys, Inc. is a privately held leading manufacturer of authentically licensed and highly stylized die-cast collectibles, radio control vehicles, and toys. Popular brands produced by Jada include Cutie Pops, Battle Machines, Lopro, Big Time Muscle, Just Trucks, Hero Patrol, Badge City Heat, and Big Time 4-Wheelin'. Jada has also acquired major toy licenses for top brands such as Robocop, Marvel Entertainment, Guitar Hero, Speed Racer, Halo, Disney and Hello Kitty. Jada Toys' products can be found at major retailers and hobby stores worldwide. For more information about Jada Toys and all its innovative products, please visit www.jadatoys.com

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