



## HALO 4 DIE CAST VEHICLES UNVEILED AT THE E3 EXPO

### Don't miss the debut of Halo 4 Die Cast Series 1 by Jada Toys at the E3 Expo



CITY OF INDUSTRY, CA – June 5, 2012 – Get an up close look at the brand new, officially licensed “Halo 4®” die cast line by Jada Toys at the 2012 E3 Expo. This expertly crafted line features vehicles and characters from the highly anticipated video game due to be released November 6, 2012. The “Halo 4”, series 1 line of collectable die cast toys, which includes the Mongoose, Ghost, Banshee and the ever popular Warthog offers all the action and authenticity from the game by keeping all models and figures in scale to each other.

Jada Toys, known for its high quality die cast vehicles at affordable prices will deliver exquisitely detailed vehicles and characters demanded by casual and hardcore fans of the “Halo” series of video games. The new line will be designed using the unified scale approach, which keeps all vehicles and accessories in scale to each other, preserving the reality of the “Halo” series of video games.

“There’s something particularly compelling about seeing the “Halo” universe rendered into real materials, with amazing detail and craftsmanship. And somehow that amazement is compounded by the weight, heft and gravity of metal. This is one of the many incredible items crafted from our world that the development team and artists get incredibly excited about. We can’t wait to share that excitement, and this model, with fans” says Frank O’Connor, Franchise Development Director of 343 Industries.

Also available will be the 14 inch “Halo 4” Warthog replica which marks the largest die-cast vehicle Jada has ever produced taking its craftsmanship to another level. This massive vehicle will have interactive features like working shocks and steering as well as an opening hood revealing a detailed engine, making this a must-have for the elite Halo fan.

The new “Halo” die-cast vehicle line, featuring both vehicles and characters from the upcoming “Halo 4” video game, hits shelves in August 2012 and ranges in price from \$7.99 - \$39.99.

For more information about the “Halo 4” die cast series 1 vehicle line and other innovative products from Jada Toys, please go to [www.jadatoys.com](http://www.jadatoys.com).

#### About Halo 4

Launching on Nov. 6, 2012 exclusively on Xbox 360, “Halo 4” is the next blockbuster installment of the iconic franchise that has shaped entertainment history and defined a generation of gamers. Developed by 343 Industries, “Halo 4” continues the story of the series’ iconic hero the Master Chief as he returns to confront his destiny and face an ancient evil that threatens the fate of the entire universe. “Halo 4” takes the series in a bold new direction by delivering its most epic and explorative campaign yet, alongside an emotionally resonant story and a groundbreaking multiplayer offering unlike anything before it – setting the stage for an epic new sci-fi saga.

#### About Jada Toys, Inc.

Now in its eleventh year, 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, Hero Patrol, Battle City Heat, and Big Time 4-Wheelin’. Jada has also acquired major toy licenses for top brands such as Marvel Entertainment, Guitar Hero, Speed Racer 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](http://www.jadatoys.com)

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