



9155 Brown Deer Rd. Ste. 7
San Diego, CA 92121
Tel: (800) 496-2133

PRESS RELEASE

FOR MORE INFORMATION CONTACT:

Andrew Sroufe
Salmon Borre Group
847/582-1610
andrew@salmonborre.com

FOR IMMEDIATE RELEASE

JASMAN TAKES OVER 2008 WITH BOYS' TOYS THAT ARE RIGHT ON TARGET

***Toy manufacturer introduces licensed Halo 3 and World Industries products;
a new lineup of boys' toys are big fun for both kids and adults.***

SAN DIEGO, CA—(February 17, 2008)— Jasman Toys, a growing toy designer and manufacturer, is quickly becoming a leader in the boys' toys arena with its new line-up of fun and original toys this year. Launching throughout 2008, Jasman's innovative offerings are breaking new ground by merging hot licenses with innovative play patterns for big fun for kids!

Hot on the heels of the most successful video game release ever, Jasman introduces two lines of Halo 3™ replica weapons that feature laser tag technology. A collector-worthy line that accurately replicates the in-game weapons debuted in late 2007 and continues to add items this year, while a more affordable version designed for everyday "backyard play" use will launch in late 2008.

Jasman has also acquired the R/C toy rights for World Industries, the most recognized skateboard brand across the globe. Under the brand are Flameboy and Wet Willy R/C mini-skateboards, a combination toy/collectors' item, and a larger R/C version that performs just like a real skateboard.

Jasman has also added to its perennially popular Wild West Gunslinger and Command Force lines with new toys that are fun for both children and adults! Highlighting the new introductions, County Fair Shootout revisits the fun of carnival games, letting you aim at ducks and other targets with an infrared rifle, the game even keeps score for you!

New product highlights for 2008:

Halo 3™ Covenant Replica Weapons with Laser Pursuit Technology

For every Halo™ fan that has fantasized about being part of the action, Jasman Toys introduces its line of Halo 3 Covenant Replica Weapons with Laser Pursuit technology! Bring all the action of the popular video game to life with these full-size replica weapons that perform just like the ones in the game: vibration, sounds, lights and recoil. These realistic weapons even offer the most intricate features; when the Plasma Rifle "overheats," the heat exchange flanges pop open! An infrared beam and target register hits on an LCD counter, allowing you to recreate the game with friends; capture the flag, team battle, free-for-all... the possibilities are endless! Find out who has what it takes to be Master Chief.

Halo 3™ Covenant Plasma Rifle - SRP: \$119.99

Halo 3™ Covenant Plasma Pistol - SRP: \$79.99

(more)

Halo 3™ Covenant Weapons with Laser Pursuit Technology (Mass Market)

Fresh from the success of the “big brother” collector—worthy replica weapons, Jasman Toys introduces a mass-market version of its Halo 3™ Covenant Weapons with Laser Pursuit Technology. Designed to withstand the rough and tumble world of laser tag games, these stylish Plasma Pistols will be the envy of every kid on the block! A harmless infrared beam is emitted from the weapons, activating the sensors each player wears when hit. An LCD counter keeps score and allows you to recreate the game. Do you have what it takes to be Master Chief? **Ages 9 and up. SRP: \$39.99**

World Industries™ Flameboy and Wet Willy RC Skateboards

Flameboy and Wet Willy square off once again as this popular skateboard duo make the jump to R/C toys! The irreverent mascots of World Industries™ race around on mini-skateboards to the whim of your wireless remote control designed to look like a skateboard wheel. These cool toys are lots of fun and look great on a desk or shelf when not in use. Features actual World Industries deck graphics. **Ages 5 and up. SRP: \$14.99**

Wild West Gunslinger County Fair Shootout™

Test your sharpshooter skills with this toy that replicates a classic carnival game. The Wild West Gunslinger County Fair Shootout is target shooting set with realistic gunshot and ricochet sounds. Using a harmless infrared beam and sensors to detect direct hits, County Fair Shootout is a diorama-style setup with thematic targets. A cowboy and a bandit pop up from behind bushes and say phrases when hit and decoy ducks pop up and keel over with an accurate shot. County Fair Shootout is a safe and fun way to become a crack shot!
Ages 6 and up. SRP: \$29.99

Wild West Quick Draw Gunslinger™

Do you have the quickest draw in the West? Now you can find out with the Wild West Quick Draw Gunslinger from Jasman Toys. Square off against the trash-talking Quick Draw for six increasingly difficult levels of quick-shot action. Try to get him before he gets you! When you hit Quick Draw, his hat spins around and he'll challenge you to the next round. Plays western music to set the mood.
Ages 5 and up. SRP: \$39.99

Command Force Remote Control Tank and Humvee

The Command Force line goes heavy-duty with the new R/C Tank and R/C Humvee. These military toys feature stylish detail and have gun turrets that really fire! The rough-and-tumble Humvee features a missile launcher mounted on the roof, while the tank has a rotating turret with cannon and machine gun. Vehicles have realistic lights and sound and recoil upon firing! Dual control remote allows for precision maneuvers. **Ages 5 and up. SRP: \$29.99**

About Jasman

Jasman (www.jasmantoy.com) is a growing designer and producer of high-quality, innovative toys for children of all ages. With toy categories that range from remote controlled helicopters, electronic dinosaurs and shooting toys, Jasman has established a strong presence in the boy's toys market. Jasman's product lines include Command Force®, Flight Factory®, Mighty Megasaur®, Laser Command® and Wild West Gunslinger®. Jasman products are available at toy, hobby, gift, mass merchant and department stores throughout the United States and abroad.

#

#

#