

MALE ACTION FIGURES PUMP IT UP!

Exerpt from Playthings Magazine, July 2005

Funosophy, Inc. conducted a Toy Tracker(sm) survey for Playthings Magazine to look at eight brands in the Male Action toy category. In this survey, among a nationwide sample of 300 boys ages 6-11, most of the brands posted very high aided awareness levels, testimony to the relevance of super heroes in boys' lives. The average level of aided awareness among all eight brands tested was a very high 89%.

Ownership levels were also strong, with over half of the boys owning Spiderman and Transformers. Newcomer Teen Titans has some catching up to do. Of note, two of the newer brands tested (D.I.C.E. and Fantastic Four) did not post comparable awareness and ownership levels against the more established SuperHero brands.

Three of the eight brands tested skewed towards younger boys ages 6-8: Batman, Spiderman and Transformers. Two of the brands traditionally viewed as older skewing showed equal ownership among the two age segments (Star Wars and Yu-Gi-Oh), in contrast with the category overall.

Three of the brands (Fantastic Four, Teen Titans, and Star Wars) show pent up demand, suggesting near term growth potential.