

Playmates Toys brings Eidos Interactive's Tomb Raider icon to life

LOS ANGELES, California. Playmates Toys Inc., widely respected in the action figure collecting world for highly detailed figures with realistic portrait sculpture, brings cyber celebrity Lara Croft one step closer to a three dimensional existence with a collectible figure based on the Eidos Interactive hit video game series, Tomb Raider.

The nine-inch articulated action figure will set off a treasure hunt for collectors and game fans to rival even the epic quests of the undeniably female adventure hero chronicled in the Tomb Raider games.

Playmates' first collectible Lara Croft figure is slated for retail introduction in December 1998, to coincide with the video game release of Tomb Raider III: Adventures of Lara Croft. Taken straight from the game, the nine-inch articulated figure features Lara Croft in her wetsuit, posed for action on a display diorama, offered for \$19.99 (SRP).

Playmates Toys Inc. is a fully-diversified entertainment company offering a balanced product portfolio of girls and boys toys, electronics and licensed properties. Its best-known brands include the classic Teenage Mutant Ninja Turtles; action figures and accessories based on the Star Trek franchise; the WaterBabies doll brand; and The Playmates Electronix brand. Key licensed properties include Eidos Interactive's Tomb Raider; Antz, from DreamWorks Animation and PDI; and Acclaimis Turok.

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