

TONNER DIGS ITS WAY INTO THE GAMING WORLD WITH THE RELEASE OF ITS LARA CROFT™ FIGURE.

Hurley, NY (June 26, 2008) – TONNER today announced an agreement with Eidos Interactive Limited™ to release TONNER CHARACTER FIGURES™ (TCF) based on the *Lara Croft™: Tomb Raider Legend™* video game.

TONNER's Lara Croft™ is the first of its kind. Leaping from the pixels on the screen into the hands of collectors at a noble 17" tall, Lara Croft™ features 14 points of articulation, rooted hair, and several different changeable outfits. "In creating Lara Croft as a TCF™, I wanted to capture her essence and spirit in all the detail," Robert Tonner, CEO of TONNER explained. "We worked closely with Eidos to ensure every facet of the figure is completely accurate."

With Lara Croft™, Tonner does for figures what Eidos™ did for gaming by giving the collector and player what their imaginations were asking for; a powerful, independent, determined heroine. The result is one of gaming's most recognized and well-known characters, a powerfully independent, determined heroine that was honored with a star on the Walk of Game in 2006 and a spot in the Guinness Book of World Records, recognizing her as the "*most recognizable female video game character.*"

"Lara Croft was an opportunity for me to enter a new realm," Tonner said. "As a sculptor, a chance to create an entirely new body is incredibly rewarding. Lara Croft allowed me to express, in the sculpt, both the strength and femininity for which she has become legendary."

TONNER's Lara Croft™ launched June 26, 2008 at Wizard World Chicago to an audience of 68,000 eager attendees. Wizard World is a four-city tour that brings the world of comics, collectibles, and pop culture to fans and collectors alike. Enthusiasts had the opportunity to purchase a Lara Croft™ TCF™ from the first 100 of the introductory production run.

Exclusively available via TONNERDirect™, collectors can visit tonnerdirect.com or call 800-794-2107 to purchase Lara Croft™ TCFs, accessories, and outfits.

For more information, product samples, or interviews, please contact:
Shauna Perry 845-339-9537 (ph) E-mail: sperry@tonnerdoll.com.

About Tonner Company

Headquartered in Hurley, New York, Tonner Doll Company, Inc. develops and markets high quality collectible Character Figures and Dolls like Betsy McCall®, Mary Engelbreit®, Effanbee® Dolls, and the popular Tyler Wentworth® line of dolls and fashions, as well as other licensed characters, including THE WIZARD OF OZ, HARRY POTTER™, GONE WITH THE WIND and PIRATES OF THE CARIBBEAN.

About Eidos Interactive Limited

Eidos Interactive Ltd is part of SCI Entertainment Group Plc (SEG) creators of some of the world's leading videogame properties. Eidos consists of offices across Europe and the US and several development studios including Crystal Dynamics, IO Interactive, Beautiful Game Studios and Eidos Montreal. The Group has a valuable combined portfolio of intellectual property including: Tomb Raider, Hitman, Deus Ex, Championship Manager and Just Cause.

TONNER CHARACTER FIGURES™ is a trademark of the Tonner Doll Company, Inc.

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Sources:

<http://viewer.zmags.com/showmag.php?mid=rdpwf&pageid=3>

<http://www.walkofgame.com/inductees/inductees.html>

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