



Bif Bang Pow! Signs Deal with Universal Studios to Bring The Big Lebowski to Retail

Entertainment Earth, March 09, 2006

URL: <http://www.pr9.net/ent/movies/3586march.html>

The Dude and Walter to receive action figures from new toy company Bif Bang Pow!

PR9.NET March 09, 2006 - LOS ANGELES, CA – For the first time ever, The Dude is coming to toy stores! Bif Bang Pow! has signed an agreement with Universal Studios Consumer Products Group to create collectible action figures based on the 1998 hit film, The Big Lebowski. These 7-inch scale action figures of The Dude (Jeff Bridges) and Walter (John Goodman) are currently in development, and will be the first products to ship from Bif Bang Pow!. Figures are scheduled to arrive in stores this holiday season.

"We're very proud to be working with Universal Studios to produce figures based on one of the finest movies from the Coen Brothers," said Jason Lenzi, president and founder of Bif Bang Pow! "It's great to be able to offer figures with the kind of attention to detail I've always wanted since seeing the movie. Between Walter's gun, The Dude's White Russians, and the rug, we're aiming to give fans everything we can, and then some. We can't wait for achievers worldwide to get their hands on their favorites."

"I'm thrilled to see The Dude and Walter in plastic, and even more thrilled to reveal prototypes from this line at our Comic-Con International booth this July in San Diego," said Jason Labowitz, president and co-founder of Entertainment Earth, Inc.

These limited edition action figures will be exclusively distributed through EE Distribution (www.eedistribution.com), a division of Entertainment Earth, Inc., and will be sold online at www.entertainmentearth.com and at other fine retailers throughout the United States.

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About Entertainment Earth

Based in Los Angeles, California, Entertainment Earth (www.entertainmentearth.com) is a leading cataloger, retailer and distributor of action figures, gifts and collectibles. Founded online in 1996, Entertainment Earth addresses the needs of collectors and fans worldwide by offering thousands of new "mint condition" licensed properties.

Phone: 818 255 0090
Website: <http://www.entertainmentearth.com>
E-Mail: apawlus@entertainmentearth.com

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