

Mattel Takes Batman Fans Back to '66 with 6" TV Series AFs



DC 1966 BATMAN TV SERIES 6" ACTION FIGURES ASSORTMENT (●APR131758I, \$131.94)



Solicitation: One of the most beloved television series of all time, the 1966 *Batman* series starring Adam West and Burt Ward, comes to life with the first series in Mattel's new *DC Classic TV Action Figures!* Fans of the series can collect figures of *Batman* (complete with Batcowl hands), the *Riddler*, the *Penguin*, the *Joker*, *Catwoman*, and *Batman* (with Radio Active cowl). Each figure stands 6" tall and features a sculpt based on the classic series! Blister card packaging. Assortment contains 6 figures.

Appeal: For nearly five decades, generations of viewers have enjoyed the outrageous TV exploits of the Caped Crusader and the Boy Wonder. Expect substantial interest in these figures from a wide range of fans and collectors who have long clamored for contemporary toys based on the heroes and their adversaries.

Incentive: Retailers ordering 3+ assortments will be billed at net \$76.16.

Dates: On Sale July 2013

Holy Jackpot! More 1966 Batman Items Offered in April!



DC 1966 Batman TV Series Batmobile Case (●APR131760I, \$149.98)



DC 1966 Batman TV Series TV Moment AF 2-pk. Assortment (●APR131759I, \$299.94)



Barbie 1966 Batman TV Series Batman Doll (●APR131761I, \$54.99)



Barbie 1966 Batman TV Series Catwoman Doll (●APR131762I, \$54.99)

Add APR131758I to Your Initial Order ... Old Chum!



Initial Orders: [Online](#) or via [Email](#)
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By Fax: 800-329-2878 or 410-560-3875