

**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 Batusi 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](#)  
By Phone: 800-45-COMIC

By Fax: 800-329-2878 or 410-560-3875