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FOR IMMEDIATE RELEASE

***The Golden Compass* Guides Tonner Toward its Next Hot Collectible
with Nicole Kidman/Daniel Craig Character Figures**

Hurley, NY (October 6, 2007) – It's no easy feat to secure likeness rights of celebrities for movie licenses, but Tonner Doll Company has done it again with its latest TONNER CHARACTER FIGURE™ (TCF™) collection just in time for the launch of New Line Cinema's upcoming blockbuster, "The Golden Compass". Due in theaters December 7, 2007 and based on Philip Pullman's best-selling, award-winning trilogy, "His Dark Materials", the Tonner Doll Company, Inc., announces its new celebrity likeness TCF™ collectibles based on likenesses of the film's highly acclaimed performers: Nicole Kidman and Daniel Craig, and Dakota Blue Richards as the enigmatic Lyra Belacqua.

Tonner, internationally-recognized for its life-like and truly authentic, high-end collectible dolls and TCF™ products, has the *exclusive* license to create fully-authorized likeness sculpts of Mrs. Coulter (16" tall) as portrayed by Nicole Kidman, Lord Asriel (17" tall) as portrayed by Daniel Craig, and the courageous Lyra (12" tall), as portrayed by Dakota Blue Richards. Working with New Line Cinema to ensure each exacting detail is up to its highest standards, Tonner promises collectors one of its most enthralling movie-based collections yet.

"After New Line Cinema's amazing success with The Lord of the Rings Trilogy, I am honored to have the opportunity to work with such an acclaimed movie studio on an exciting project like this," Robert Tonner, President and CEO of the Tonner Doll Company said. "I loved (Philip) Pullman's series, and I even had the opportunity to see rough cuts of the film; I was absolutely mesmerized by what I saw! I knew I had to do this project. The talented cast and the amazing visual effects made this endeavor one I could not let go."

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Each highly-detailed TONNER CHARACTER FIGURE™ is made of high-quality vinyl and hard-plastic, with each character figure artfully brought to life using authentic costuming right down to the working buttons and snaps on their clothing. In addition to the extraordinary likenesses captured in the facial sculpture, Tonner also employs highly experience artisans to hand-paint each figure's facial detail, making each TCF™ a unique work of art. "The Golden Compass" figures are expected to hit store shelves later this fall just in time for the holiday season. Advance reviews from industry experts have indicated it may be one of Tonner's most successful movie-license ventures to date, joining its recent licenses for the Warner Bros. HARRY POTTER series and Disney's PIRATES OF THE CARIBBEAN.

Tonner will offer the core collection via its website at TonnerDirect.com and through its authorized retailers. Tonner also has exclusive styles that will only available only at FAO Schwarz.

About Tonner:

Headquartered in Hurley, New York, the 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 dolls and HARRY POTTER™ TCFs.

TONNER CHARACTER FIGURES™ are app. 16"-17" tall with multiple articulated joints for expressive movement and mobility. In keeping with the fine detail and high-end quality of Tonner's other popular product lines, TONNER CHARACTER FIGURES™ will feature hand-detailed face painting, rooted hair or high-quality wigs; and authentic costuming inspired by the character's life from origin and secret identity to Super Hero.

For more information, product samples, or interviews, please contact:
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TONNER CHARACTER FIGURES™ is a trademark of the Tonner Doll Company, Inc.

About New Line Cinema Corporation:

Celebrating its 40th anniversary year, New Line Cinema is the most successful independent film company in the world. Its mission is to produce innovative, popular and profitable entertainment in the best creative environment. In addition to the production, marketing and distribution of theatrical motion pictures, the fully-integrated studio has divisions devoted to home entertainment, television, music, theater, merchandising and an international unit. In 2005, New Line partnered with HBO to form Picturehouse, a new theatrical distribution company to release independent films. A pioneer in franchise filmmaking, New Line's Oscar-winning *The Lord of the Rings* trilogy is one of the most successful film franchises in history. New Line is a division of Time Warner, Inc. (TWX).

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