

# Urkel-Mania!

"No sweat, my pet!"™



"Hee-hee-hee! Snort!"™

9600

## URKEL TALKING DOLL

Ages: 3 & up

He's the wacky, loveable nerd from *Family Matters*, the hit TV series! In only its second season, the series achieved the number one spot in its time, and Urkel is a big reason for the show's overwhelming popularity. Steve Urkel gets kids laughing with his hilarious ways--and keeps them coming back for more. Played by Jaleel White, Urkel is the hottest new pop idol, as kids imitate his hysterical voice, walk and look. This soft, huggable 17" talking doll captures Urkel's nerdy appearance and voice. Kids pull the string to hear four of Urkel's funniest sayings, including "No sweat, my pet," "Did I do that?" "Got any cheese?" and his one-of-a-kind laugh, "Hee-hee-hee! Snort!"

PK: 4



"Try me" package!  
Pull the string and listen  
to Urkel say four of his  
hysterical sayings!

"No  
sweat,  
my pet."™



"Hee-hee-hee!  
Snort!"™



Tune into *Family Matters*--and tune into Urkel, the hottest nerd around! Played by 14 year old Jaleel White, the character of Steve Urkel is the appealing nerd on *Family Matters*, the highly popular Friday night sitcom on ABC. In only its second season, *Family Matters* blasted to the #1 position in its time period. Over 6.8 million kids from 2-11 years old watch *Family Matters* each week, more than any other television show in this time slot.

"Got any  
cheese?"™



"Did  
I do  
that?"™

Urkel is portrayed as an intelligent nerd who doesn't know street talk and prefers his accordion to basketball. With this refreshing character, Jaleel White has achieved stardom status, becoming one of America's most popular black characters. His trademark saddle shoes and eyeglasses, combined with his passion for computers, bugs and cheese, has sent his popularity soaring. Urkel is, in fact, the irresistible nerd of the nineties.



A full merchandising and licensing program supports the wacky, loveable character of Urkel, and the *Family Matters* show. Hasbro's Urkel Talking Doll is backed by an aggressive national TV campaign.

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