

Bandai America Supports:
Japan Relief Efforts



Bandai America Supports Japan Relief Efforts by Hosting Drive-Thru Donation Drop-Off Site at Cypress Headquarters

WHO: Bandai America, the American subsidiary of Tokyo-based Namco Bandai Holding Inc., is hosting a drive-thru donation drop-off site for victims of the Japan earthquake and tsunami in conjunction with the American Red Cross, City of Cypress, Power Rangers, Paul Frank, Cartoon Network Enterprises, Classic Media and local business partners.

WHAT: The public is invited to the Bandai headquarters in Cypress to drop-off cash or check donations. Unfortunately, we cannot accept food, clothing, or other in kind donations for the Red Cross at this event. Each donor will receive a complimentary gift in return and will have the opportunity to meet The Samurai Power Rangers, Ben 10 & Swampfire, Lassie, Tamagotchi character and Cypress City Officials. In addition, The Bandai Foundation will make a matching donation of up to \$50,000 for personal contributions made to the Japan earthquake and tsunami relief effort.

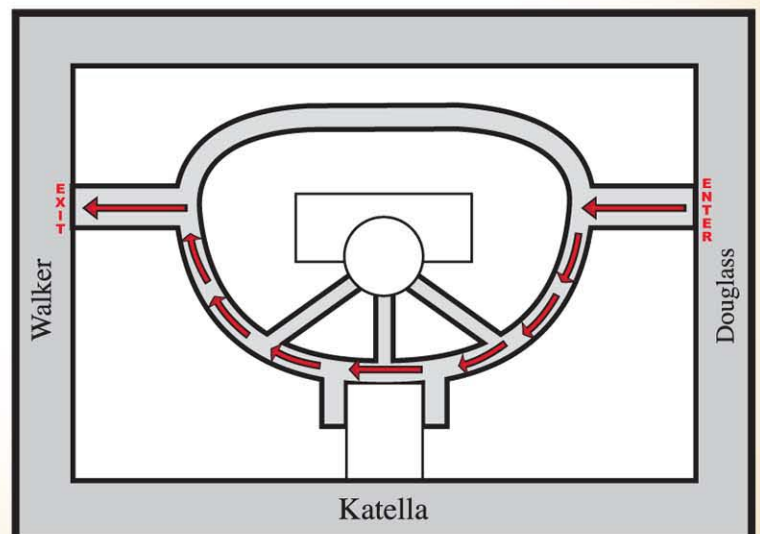
Local business partners include Saban Brands and Cartoon Network Enterprises, which are supplying costumed characters and volunteers; and Moonscoop, Red Robin, Frantone's, Costco, Olive Garden and Wahoo's.

WHY: The event is part of The Bandai Foundation's continued mission to give back to its community. While the foundation typically focuses its giving to U.S. charities, particularly those based in or near Orange County, the company is directing its efforts on the March 11 earthquake victims due to its deep ties to Japan and the sheer scale of the tragedy. The foundation has donated more than \$5 million to various charities since its inception in 1995.

WHEN: Noon — 7 p.m. PDT on Friday, March 25, 2011

WHERE:

Bandai America Headquarters
5551 Katella Avenue, Cypress, California.
The building is located between Douglas
and Walker, please enter the parking lot
through Douglas.



Bandai Foundation will match personal contributions made to Japan Earthquake and Tsunami Relief Effort up to \$50,000.