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The Boy Hero and an Expanded Cast of Aliens Continue Their Invasion in Bandai America's Out of This World *Ben 10 Alien Force* Toy Line for Fall '09

Kids "Go Full Force" With Unique Ben 10 Action Figures That Increase Depth of Play with Vehicles, Role-Play and Play-Sets for Endless Entertainment

(NEW YORK, NY – February 15, 2009) – Inspired by Cartoon Network's hit show for boys, Bandai America Inc.'s *Ben 10 Alien Force* toy line is a top-selling mega brand. Bandai America once again captures the fun and imaginative spirit of *Ben 10 Alien Force* with new alien action figures and a lineup of role-play, vehicle and play-set toys for Fall 2009 that enables kids to play out the series' adventures on their own.

"The *Ben 10 Alien Force* brand has become a phenomenon because kids love the fun and imaginative world they are transported to when they watch the series and play with our toys," said Colleen Sherfey, senior director of marketing, Bandai America Inc. "The new 2009 programming and content presents a great opportunity for Bandai to leverage our expertise in action figures and create a global toy line that attracts and engages fans, and allows them to play out of this world alien adventures of their own."

"The *Ben 10 Alien Force* toy line is at the heart of the brand's entire consumer products program and both captures the essence of the series and engages our fans," said Christina Miller, vice president, Cartoon Network Enterprises, the network's global licensing and merchandising division. "Led by the newest items from Bandai, we will continue to build *Ben 10* in to an evergreen global brand that is a first choice among boys."

A testament to its success, *Ben 10 Alien Force* is one of the top 10 action figure brands, according to market information company The NPD Group (based on dollar volume in the Action Figures & Accessories Supercategory). The *Ben 10* Omnitrix role-play toy has repeatedly made *Toy Book's* "Hottest Toys at Retail" list (based on the magazine's survey of retailers and wholesale distributors).

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Launching in August, Bandai America's *Ben 10 Alien Force* Fall 2009 collection captures the excitement of the television series with new *Alien Force* action figure characters, as well as characters from the classic *Ben 10* series. With even more characters available, there are many ways for kids to play with the brand's play-sets and role-play toys!

Fall 2009 product highlights include:

- **Omnitrix Hero Collection:** The latest secret weapon in the battle against aliens, the Ultimate Omnitrix Collection delivers an Omnitrix more powerful than ever. Featuring an exclusive Ultimate Omnitrix with a vac-metalized bezel, this collection includes 10 translucent mini figures kids need to unlock the Omnitrix's special light and sound effects. The figure-packed collection also includes an exclusive Alien X mini figure that is not available anywhere else.
- **Alien Creation Time Attack:** Kids can test their alien design skills with the Alien Creation Time Attack playset. Kids race against a timer as they piece together alien torsos and limbs to recreate figures based on alien combo cards. If time runs out, the tray pops up along with all the alien pieces. Keep the challenge going by adding additional figures to the playset and creating additional alien combo cards online. The playset includes three alien figures and 10 alien combo cards, as well as a special key to unlock figures.
- **Upgrade Gunship:** The Upgrade Gunship allows Ben and his crew to embark on all-new out of this world adventures. Equipped with rockets and missiles, this spaceship is prepared to take on any attack and can transform into three smaller spaceships. The Upgrade Gunship includes an exclusive figure of Ship, a popular sidekick character from the Planet Galvin B.

Fans of Bandai America's lineup can check out the redesigned Alien Lair website at Bandai.com/Ben10. The Alien Lair features a behind-the-scenes look at the inspiration for the toys, exclusive interviews with the show's director and producer, alien character biographies, downloads and games.

Bandai America's toy line rounds out a robust *Ben 10* consumer products program from a wide array of partners, which includes video games, games and puzzles, apparel, footwear, accessories, home furnishings, back-to-school items, consumer electronics and publishing.

About Cartoon Network Enterprises

Cartoon Network Enterprises (CNE), the global branding and merchandising arm of Cartoon Network, is charged with building consumer product franchises for Cartoon Network, its brands and characters from the channel's growing library of award-winning original programming. CNE also works to secure and support long-term licensee partnerships across all key merchandising categories. The division currently offers consumer product programs for an array of animation franchises including *Ben 10*, *Foster's Home for Imaginary Friends*, *Chowder*, *The Secret Saturdays*, *The Powerpuff Girls*, [adult swim] and more, as well as serves as licensing agent for Nelvana Enterprises and Spin Master's *Bakugan* brand.

Cartoon Network (CartoonNetwork.com), currently seen in more than 97 million U.S. homes and 166 countries around the world, is Turner Broadcasting System, Inc.'s ad-supported cable service now available in HD offering the best in original, acquired and classic animated entertainment for kids and families. Nightly from 10 p.m. to 6 a.m. (ET, PT), Cartoon Network

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shares its channel space with Adult Swim, a late-night destination showcasing original and acquired animation for young adults 18-34.

Turner Broadcasting System, Inc., a Time Warner company, creates and programs branded news, entertainment, animation and young adult media environments on television and other platforms for consumers around the world.

About Bandai America Inc.

A leader in introducing Japanese toy trends to the United States, Bandai America Incorporated is a subsidiary of NAMCO BANDAI Holdings (USA) Inc., an entity that resulted from the integration of Namco Ltd. and Bandai Co. Ltd. of Japan. Global interests encompass six strategic business units: toys and hobby (toys, models, apparel and sundries), amusement facilities, game content (home and arcade console gaming), network (mobile phone and PC content), visual and music content (including home entertainment), and an affiliated business group. Bandai America is the manufacturer and master toy licensee of some of the most popular brands in children's toys and entertainment today, including Power Rangers™, Ben 10™, DragonBall Z® and Tamagotchi®. The company is headquartered in Cypress, California and information is available at www.Bandai.com.

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