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*\*Visuals available upon request*

**FOR IMMEDIATE RELEASE**

**Bandai America Launches Ben 10 “Ultimate Alien Hangout” Sweepstakes**

*Kids Can Enter to Win an Awesome Ben 10 Bedroom Transformation*

(Cypress, CA – March 18, 2008) – Boys across the nation are on the lookout for an alien invasion as Bandai America Inc. launches its “Ultimate Alien Hangout” sweepstakes. Inspired by Cartoon Network’s hit television series for boys 6-11, Ben 10™, boys will now have a chance to make anytime hero time by entering the Ultimate Alien Hangout sweepstakes. One lucky winner will score an awesome Ben 10 room transformation to live out alien adventures just like everyone’s favorite kid hero, Ben Tennyson, while additional prizes will be given to one hundred runners-up.

Fans can enter the sweepstakes online at [www.Bandai.com](http://www.Bandai.com) for a chance to win one of the many out of this world prizes. The grand-prize winner’s room will be Omni-tricked out into the ultimate hero’s hangout. Featuring some of Ben’s heroic figures like Four Arms, Stinkfly, Ghostfreak and the villainous Vilgax, the winner’s room will also include Ben 10 room décor and artwork. Runners-up will receive one of many otherworldly prizes, including original illustrations or Ben 10 toy packs.

The deadline to enter the sweepstakes is April 10, and the winner will be announced on April 20.

Ben 10 fans can get a glimpse of the Ultimate Alien Hangout room transformation by tuning into *Designing Spaces*. The home makeover show will broadcast a fan’s room transformation, while also offering viewers some easy do-it-yourself tips to create the ultimate alien hangout with their existing Ben 10 collection. Episodes will begin to air March 22 on TLC, with additional runs expected throughout the spring on Women’s Entertainment and local network affiliates across the country (check your local listings for days and times).

“The Ben 10 Ultimate Alien Hangout sweepstakes gives kids a chance to live out alien adventures in their own home,” said Colleen Sherfey, senior director of marketing for Bandai America. “The amazing do-it-yourself tips on *Designing Spaces* offer fans great ideas on how they can customize their complete Ben 10 toy collection and turn any room into Ben’s ultimate hangout.”

Ben 10 can be seen daily on Cartoon Network (check [www.CartoonNetwork.com](http://www.CartoonNetwork.com) for show listings).

For more information regarding the “Ultimate Alien Hangout” sweepstakes, please visit [www.Bandai.com/Ben10](http://www.Bandai.com/Ben10).

### **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™, Dragon Ball Z®, Digimon, BLUE DRAGON™ and Tamagotchi®. The company is headquartered in Cypress, California and information is available at [www.Bandai.com](http://www.Bandai.com).

### **About Cartoon Network**

Cartoon Network (CartoonNetwork.com), currently seen in more than 91 million U.S. homes and 160 countries around the world, is Turner Broadcasting System, Inc.’s ad-supported cable service offering the best in original, acquired and classic animated entertainment for kids and families. Overnight from 11 p.m.-6 a.m. (ET, PT) Sunday-Thursday, Cartoon Network 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.

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