



## **Bandai America Unleashes Action-Packed Dragon Ball Collectible Card Game**

*As New Dragon Ball Z Action Figures Debut, Fans Will Soon be Able to Battle with Cards From All Three Dragon Ball Sagas for the First Time Ever*

(CYPRESS, CA – MARCH 18, 2008) – With the return of original toy manufacturer Bandai America Inc. to the *Dragon Ball Z* franchise, fans can further celebrate with the highly anticipated debut of an all-new Dragon Ball collectible card game this Summer from Bandai Collectible Games. For the first time ever, characters from all three action-packed Dragon Ball sagas will be incorporated, as well as exclusive and dynamic artwork. Goku fever is sure to reach an all-time high, particularly since Bandai America has new Dragon Ball Z action figures hitting retail this month.

“Bandai’s Dragon Ball card game has already seen huge success throughout Asia and Europe, and we’re finally thrilled to introduce our new CCG to North America, along with a lineup of action figures and other toys throughout the year,” said Danny Satyapan, director of Bandai America’s cards division. “Fans everywhere have definitely been responding to the stunning new Dragon Ball images that are exclusive to our cards, and our game system has been getting rave reviews from U.S. players.”

The Dragon Ball franchise consists of *Dragon Ball*, *Dragon Ball Z* and *Dragon Ball GT*, and is one of the most successful anime properties of all time. It was born in Japan as a manga comic by the famed artist, Akira Toriyama (who also helped to create the new *Blue Dragon* property, another Bandai America toy line launching Fall 2008). The *Dragon Ball Z* saga first arrived in the U.S. in 1996 and continues to air to this day on Cartoon Network.

The Dragon Ball Collectible Card Game features a game system similar to Bandai America’s hit *Naruto CCG*, which has been a huge success among fans. As a result, the Dragon Ball card game is sure to appeal and be familiar to the legions of *Naruto* enthusiasts. The compatibility of these two CCGs will undoubtedly result in incredible card game battles between these two very popular licenses.

The Dragon Ball Collectible Card Game fuses the exciting action from all three sagas by allowing players to battle against their opponents with their favorite characters like Goku and Vegeta. Debuting July 18<sup>th</sup>, the “Warriors Return” Starter Decks have a SRP of \$8.99 and Booster Packs retail for \$3.99. Bandai America is supporting the game with a strong organized play program that will reward tournament participation at conventions and hobby retailers with promotional Dragon Ball Z cards, game mats and other exclusive prizing. For more information about Bandai’s Collectible Games, log onto [www.BandaiCG.com](http://www.BandaiCG.com).

To celebrate its much-anticipated return, Bandai America recently launched two action figure assortments – the 2.5” Ultimate Spark Figures and 4.5” Real Works figures – to satisfy the existing demand for toys among adult fans. Both offer highly-stylized and Japanese-inspired packaging. For

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the Fall, Bandai is unveiling three action figures featuring new sculpts, as well as role-play toys sure to appeal to younger fans. The company is a consistent leader in the action figure and role-play categories, given its 16 year success with Power Rangers, as well as with hot new boys' brand Ben 10.

**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 Toei Animation Co., Ltd.**

With headquarters in Tokyo and sales offices in Los Angeles, Hong Kong and Paris, Toei Animation (Jasdaq: 4816) ranks amongst the world's most prolific animation production studios. Toei Animation's operations include animation development and production, and worldwide marketing and program licensing. Since it's founding in 1956, Toei Animation has produced more than 9,000 episodes of TV series (189 titles) and 172 long feature films as of March, 2007.

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