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**Goku and the Warrior Race Fight On as
DragonBall: Evolution Collectible Figures Explode Into
Toy Fair 2009**

*Bandai America And Twentieth Century Fox Licensing & Merchandising Launch
Captivating New Toy Line that Brings DragonBall Characters
From New Theatrical Release to Life*

(NEW YORK, NY – February 15, 2009) – As *DragonBall: Evolution* hits theaters April 8, Bandai America and Twentieth Century Fox Licensing & Merchandising (Fox L&M), will give kids and collectors alike the chance to extend the viewing experience beyond the big screen with a new line of action figures based on the film. The new movie line leverages Bandai's expertise in Japanese toy trends and within the action figure category to launch a collection of highly detailed toys styled after the stars from the film.

DragonBall has a cult following and boasts a history that is unmatched by other anime properties. The Bandai America line will reflect the look and feel of *DragonBall: Evolution* all while staying true to the franchise's long history. The detailed facial expressions and accessories only add to these action figures' collectability, making these entertainment-inspired toys a must for boys and adult collectors.

"*DragonBall: Evolution* is an exceptional action adventure film that is certain to entertain collectors and new fans alike," said Colleen Sherfey, senior director of marketing, Bandai America Inc. "We are excited to work with Fox L&M to launch a captivating new toy line that will allow viewers to bring the excitement of the movie into their own home and bring to life the unique and exciting adventures of the DragonBall characters."

Elie Dekel, Executive Vice President Licensing and Merchandising for Fox L&M added, "The introduction of *DragonBall: Evolution* is the next installment to an amazingly successful franchise that boasts more than \$4 billion in related merchandise sales. We know that fans both old and new will be looking for ways to interact with the property and Bandai America has created a great program to satisfy their hunger."

Bandai America Introduces DragonBall: Evolution Toy Line

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DragonBall was created in 1984 by famed artist Akira Toriyama as a “manga series.” Since then it has become one of the most successful manga franchises of all-time spawning best selling graphic novels, comic books, video games, toys and now, a live-action movie.

DragonBall: Evolution starring Justin Chatwin (*War of the Worlds*), Emmy Rossum (*Phantom of the Opera*), Jamie Chung (*Samurai Girl*), James Masters (*Buffy the Vampire Slayer*), Eriko Tamura (*NBC’s “Heroes”*), Joon Park (*Speed Racer*) and Chow Yung Fat (*Pirates of the Caribbean: At World’s End*), will release April 8, 2009.

The *DragonBall: Evolution* toy line will hit select retailers in April to coincide with the theatrical release and will include:

- **Movie Action Figures** – Fans can collect all seven of these 4” articulated figures styled after the stars of *DragonBall: Evolution* and the characters that they portray. Available as Goku, Yamcha, Roshi, Piccolo, Bulma, Goku 2 and Fulum, each figure comes with a weapon or accessory unique to that character. Each figure includes a piece of the Oozaru (Big Monkey), 1 of 7 DragonBalls and a piece of the DragonBall altar. Collect all seven figures to form an exclusive figure of Oozaru and the DragonBall altar. Even the packaging contains a special insert card! Collect all seven cards to form the Shenron Dragon.
- **6” Fast-Acting Figure** – Pull on the ripcord to activate each figures’ special move, like Goku and Piccolo’s rapid arm-punching action or Yamcha’s fast leg-kicking action. A DragonBall is attached to the end of the ripcord.

About Twentieth Century Fox Licensing & Merchandising

A recognized industry leader, Twentieth Century Fox Licensing and Merchandising licenses and markets properties worldwide on behalf of Twentieth Century Fox Film Corporation, Twentieth Television and Fox Broadcasting Company, as well as third party lines. The division is aligned with Twentieth Century Fox Television, one of the top suppliers of primetime entertainment programming to the broadcast networks.

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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