



## **FOR IMMEDIATE RELEASE**

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### **Bandai America Presents a Must-Have Lineup for the True DragonBall Z Fan**

*The International Phenomena is Back as Bandai Presents an Action Figure and  
Collector Driven DragonBall Z Lineup for Fall 2009 at Toy Fair*

**(NEW YORK, NY – February 15, 2009)** – Bandai America leverages its expertise in designing detailed, high quality action figures to bring the legendary DragonBall Z series to life in a must-have lineup for collectors in Fall 2009.

The Fall 2009 DragonBall Z line's **Capsule Figures** are sure to be a fan favorite. Open the DragonBall Z capsule to reveal several pieces of a special figure – put them together to create a highly detailed character that can be displayed on the included stylized base. Collect all seven of the numbered DragonBalls to complete this assortment of figures.

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 and the animation series was created by Toei Animation Co., Ltd. Since its debut, it has exploded into an international phenomenon spawning over 500 episodes, 17 movies/features and generating over \$4 billion in related merchandising sales. The franchise has also hit number one in many countries outside of Japan, including the U.S., France, Spain, Hong Kong and Mexico.

For more information on DragonBall Z toys, visit [www.bandai.com](http://www.bandai.com).

#### **About Toei Animation Co., Ltd.**

Animation Co., Ltd., is the largest animation company in Tokyo, Japan, and has produced many celebrated works ranging from feature films to TV series such as Dragon Ball series, Sailor Moon, Digimon series, Saint Seiya, One Piece and more. With an eye on the global market, Toei Animation is focusing its efforts in the company's Paris, Shanghai, Hong Kong and Los Angeles offices. The main business operations of International Division in Tokyo Headquarters and its affiliate companies include film licensing in all media and merging platforms, merchandise licensing and co-productions with local establishments. Looking ahead to the next 50 years, Toei Animation is committed to the challenge of marrying its carious assets with

**Bandai America's DragonBall Z Fall 2009**  
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cutting edge technologies such as VOD, the Internet and mobile media to best deliver the company's message of unbound dreams to this and future generations. More information available at <http://corp.toei-anim.co.jp/english/>.

**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](http://www.Bandai.com).

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