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Bandai America Incorporated Brings New Kamen Rider Dragon Knight TV Series to Life with Action Figures, Vehicles and Role-Play

Kamen Rider Dragon Knight Toy Line Empowers Kids to Become "Defenders of the Earth"

(NEW YORK, NY – October 1, 2009) - Bandai America Incorporated introduces Kamen Rider Dragon Knight – a toy line that empowers boys 6+ to defend the world from General Xaviax, an evil warlord from a parallel dimension. Inspired by the television series produced by Adness Entertainment Co., Ltd., Bandai's dynamic toy line captures the many action-packed elements that combine to make Kamen Rider Dragon Knight one of the year's hottest up-and-coming properties for boys.

Produced by leading Japanese entertainment studio Adness Entertainment, ***Kamen Rider Dragon Knight*** follows the heroic adventures of teenager Kit Taylor, who discovers a mysterious deck of Advent Cards that grant him the power to transform into an ancient armored warrior called a Kamen Rider. He joins his comrade, Kamen Rider Wing Knight, to battle the alien renegade warlord, General Xaviax, and his army in both the real world and an alternate reality called Ventara, or the Mirror World.

Fall 2009 product highlights include:

- **Kamen Rider 4" Collectible Figures** – These 4" figures allow kids to play and battle evil. As seen on the TV series, "Kamen Rider Dragon Knight." Each figure comes with one Advent Card and their own accessory. An Advent Card is the card that the Kamen Riders use to summon their Contract Beast! Collect them all.

- **Kamen Rider Deluxe Rider Set** - Throughout the TV show, the 13 Kamen Riders rely on their cycles to battle against the evil Xaviax and his army. Kids can play out their own adventures with the same cycles as seen on show. Each set includes a 4" figure with their corresponding cycle that includes LED light features. Create a custom look by attaching the translucent accessory pieces to the bike. Each set includes one Advent Card that activates special sound features on the Deluxe Dragvisor weapon (sold separately).

About Bandai America Incorporated

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.

About Adness Entertainment

Headquartered in Tokyo with offices in Los Angeles, Adness Entertainment is involved in the production, worldwide distribution and merchandise licensing of original kids-based television entertainment. Parent company Adness Co., Ltd. is a major distributor of home entertainment in Japan and a producer of high-profile feature film entertainment.

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