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Bandai America Incorporated Appoints Paul Hausback As Chief Financial Officer

(CYPRESS, CA - FEBRUARY 23, 2009) - Bandai America Incorporated, a leader in introducing Japanese toy trends to the U.S., announces the appointment of Paul Hausback as Chief Financial Officer, reporting directly to CEO Masayuki Matsuo. Effective Feb. 23, Hausback succeeds Kunio Ikoma, who has accepted a new position within the company as Senior Vice President of Corporate Planning.

As CFO, Hausback will manage all financial and fiscal management aspects of the company's operations, including oversight of the company's finance, operations, human resources, legal and business affairs, and information services groups.

A seasoned professional, Hausback has 25 years of diversified business experience in finance, business and strategic planning and business operations management. For the past 13 years, he worked at The Walt Disney Company in various executive roles in finance and business operations in their consumer products, interactive gaming, internet, mobile and retail businesses. Earlier in his career he worked for the international accounting firm of Peat Marwick. Hausback is a Certified Public Accountant and holds an MBA from the University of Southern California.

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.