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**Tamagotchi Music Star: World Tour Edition Lets Girls Become,
Create and Produce an International Pop Star**

Girls Everywhere Can Raise Their Tamagotchi Characters to Take Their Show on The Road and Compete for the Title of the Ultimate International Music Star!

(NEW YORK, NY – February 15, 2009) – Tamagotchi characters hit the road with the new Tamagotchi Music Star: World Tour Edition - the world's first interactive virtual pet toy that lets girls produce an international musical pop star! Available at major retailers in Fall 2009, Tamagotchi Music Star: World Tour Edition lets girls train their Tamagotchi characters to become great musicians, form a band and compete on a whirlwind world tour for the title of the Ultimate International Music Star!

With Tamagotchi Music Star: World Tour Edition, girls raise and care for their Music Star character as they follow their career from pre-school, where they are first introduced to their instruments. As the character matures, its musical choices and preferences will evolve differently depending on how girls care for it. More pieces from the 20-instrument collection will gradually become available as the character practices. The instrument selection will influence the genre of music that the character prefers as an adult. For example, if a girl chooses the guitar and drums for their Music Star character, then the adult character is more likely to form a rock and roll band; while the choice of a violin is more likely to result in the formation of a classical music ensemble!

After pre-school, the characters enter music school where they find their band members and debut their professional musical skills by performing in front of a panel of judges for permission to go on a World Tour through Japan, England and many more countries! Girls can help their Tamas collect souvenirs at each destination as they travel around the world within the toy

“Because of the popularity of reality music shows, many girls dream of becoming a world famous pop star. Tamagotchi Music Star: World Tour Edition lets them live out their dream with the help of their Tamagotchi band both with the toy and online,” said Colleen Sherfey, senior director of marketing, Bandai America Inc. “Girls can share in the excitement as they

Bandai America's Tamagotchi Music Star: World Edition Fall 2009
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raise their character and watch as it takes its show on the road, travels the world, meets new friends – all while on the quest to become the Ultimate International Music Star.”

To experience the international pop star lifestyle online, girls can visit and explore the all-new interactive Music City section of TamaTown.com. Using Gotchi Points and special passwords, girls who visit Music City can personalize their own “virtual” room for their Tamagotchi, shop for instruments, buy cool clothes for their big audition, create and produce their own music tunes and even upload their own custom-made tunes to become the #1 Pop Star! They can also chat safely and securely with their Music City friends using a Safety Chat feature that provides a pre-written set of words and expressions, ensuring that even the youngest of players will have nothing but fun in Music City. With all-new games, features and activities, the excitement of Music City never ends.

With the infrared technology feature, owners can interact with their friends by connecting their Tamagotchi Music Star toy with their friends' Tamagotchi Music Star. Girls can watch characters play games together, trade gifts and become pals.

In addition to the new Tamagotchi Music Star: World Tour Edition, the new 2009 Fall line-up includes:

- **Tamagotchi Clip-It Gear:** Travel in the company of a Music Star with the Tamagotchi Clip-It Gear. A cool way to display and wear your Tamagotchi, this accessory clips on to clothing and allows girls to wear their Tamagotchi Music Star wherever they go. Girls can pick from two music-themed designs to show off their Music Star style.
- **Gotchi Gear:** Girls can take their Tamagotchi on-the-go with the Gotchi Gear, which includes a Tama leash. Gotchi Gear allows girls to wear the Tamagotchi around their neck, hooked to a belt as a fashion accessory, or even on their backpack. This item also includes a special Music Star charm.

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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