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## **Goku is Back with an All-new Dragon Ball Z Toy Line From Bandai America**

*Dragon Ball Z is Reborn with Products Designed Exclusively for U.S. Fans, Including the First Ever Role-Play Toys for the Brand*

**(NEW YORK, NY – FEBRUARY 17, 2008)** – Fan-favorite Goku is back for more ultimate battles against evil, as action figure innovator Bandai America Inc. has triumphantly returned as the exclusive toy manufacturer for Dragon Ball Z. A much-anticipated move amongst fans, the Dragon Ball Z toy line was relaunched in January with a lineup of never-before-seen action figures direct from Japan. For the Fall, Bandai America has created a new line of signature products designed exclusively for the U.S. market – including the brand’s first foray into the role-play category – sure to appeal to kids and enthusiasts of all ages.

“Bandai America returned to the Dragon Ball Z brand not only to satisfy the existing demand for new products, but also to take the toy line to a new dimension, which is why we’re launching in the role-play category for the very first time,” said Colleen Sherfey, senior director of marketing, Bandai America Inc. “The exciting Fall lineup allows us to target both adult fans looking to further build their Dragon Ball Z toy collections, as well as the younger generation who will be drawn to the property by the play patterns and become future collectors.”

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 (who also helped to create the new *Blue Dragon* property, another Bandai America brand being launched in Fall 2008). Since its debut, it has exploded into an international phenomenon spawning over 500 episodes, 17 movies/features and generating over \$3 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.

Dragon Ball Z first arrived in the U.S. in 1996 and continues to air to this day on Cartoon Network. This exciting saga follows the adventures of Goku, who along with the Z Warriors, defends the Earth against evil.

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To celebrate its much-anticipated return to the brand, Bandai America unveiled two direct from Japan action figures in Spring 2008: the 2.5" Ultimate Spark and the 4.5" Real Works Figures. Both assortments offered highly-stylized, Japanese-inspired packaging. For the Fall lineup, Bandai America is unveiling three action figures featuring all-new sculpts and detail.

The 2.5" Flash Changer Figures come with two different figures, one that can morph into Super Saiyan mode when placed in the changer. The fiercely-styled 4" Extreme Dragon Figures come with an in-packed bonus piece. Collect all seven across the lineup to form an exclusive Shenron Dragon figure. The 8" Power Boost Figures are large-scale and boldly-stylized, offering super powered action features such as pumping muscles and re-growing limbs.

Leveraging its heritage of success in the category, Bandai America's very first Dragon Ball Z role-play offering includes the Kamehameha Wrist Bands. This unique set features two wearable wrist bands with flashing lights, battle sounds and an infrared sensor that tracks kids' movement. It even allows them to perform Goku's signature final attack moves like the winning Kamehameha. Additionally, the Energy Battle Set comes with two 6.5" action figures that attach to controllers that kids use to re-create their own battles at home with their friends. The infrared sensor on each controller allows the figures to interact with one another, while the sounds and score tracker add to the fun.

For more information on Dragon Ball Z, visit the official Web site at [www.dragonballz.com](http://www.dragonballz.com).

### **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™, Dragon Ball Z®, Digimon, BLUE DRAGON™ and Tamagotchi®. The company is headquartered in Cypress, California and information is available at [www.Bandai.com](http://www.Bandai.com).

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

With headquarters in Tokyo and sales offices in Los Angeles, Hong Kong and Paris, Toei Animation (Jasdaq: 4816) ranks amongst the world's most prolific animation production studios. Toei Animation's operations include animation development and production, and worldwide marketing and program licensing. Since its founding in 1956, Toei Animation has produced more than 9,000 episodes of TV series (189 titles) and 172 long feature films as of March, 2007.

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