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**Visuals available upon request*

FOR IMMEDIATE RELEASE

Digital Monsters Take Over the World as Bandai America Unveils its Fall Digimon Toy Line

*Popular Digimon Property Returns to the Toy Aisle
Following the Success of the Animated Series on Toon Disney's Jetix Block*

(NEW YORK, NY – FEBRUARY 17, 2008) – Digital monsters continue to invade the real world with a unique line of Digimon toys for Fall 2008. The action-packed adventures of *Digimon Data Squad*, the new fifth season from Toei Animation Inc. currently airing on Toon Disney's Jetix block, live on with Bandai America Inc.'s successful lineup of action figures and role-play toys for boys 4-8. With ever-popular toys like the new Digivice Data Link and action figures featuring DNA metal chips, Digimon remains a popular brand among young boys and continues the franchise's distinction as one of the longest-running action series in the world.

"The new Digimon series introduced a fresh crop of fans to the action-oriented property and helped make it a hit," said Colleen Sherfey, senior director of marketing, Bandai America Inc. "The collectibility of the action figures, as well as the action from the electronic Digivice, which allows young boys to mimic the fierce action they see on their favorite TV show, have proven to be a successful combination."

Digimon Data Squad continues the adventures of 14-year-old Marcus and his partner Agumon, as they challenge the menacing Digimon from the Digital World who are intruding on the human world and causing trouble. For their efforts, the pair is inducted into DATS (Data Squad), a special investigation unit called in to ensure planetary safety. Marcus learns to channel his energy toward defeating the evil Digimon and protecting the human world from ruin. The cast also includes Marcus' rival, teen prodigy Thomas H. Norstein and his Digimon partner Gaomon, and Yoshino and her plant-type Digimon partner Lalamon.

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Bandai America Unveils its Fall Digimon Toy Line

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“Bandai America’s unparalleled dedication to the Digimon franchise is reflected in how they are able to capture the unique essence of our action-adventure brand and create the ultimate Digimon play experience for children worldwide,” said Yosuke Kobayashi, COO/President, Toei Animation Inc.

The redesigned Digivice Data Link, fashioned after the same device used by Marcus in the series, is a dynamic, action-packed electronic role-play toy that allows young boys to feed and train their own digital monsters. Exciting new features include the infrared technology enabling two Digimon owners to battle one another and a scanner function that collects DNA skills from an included DNA metal chip to strengthen characters, unlock special, secret items and DNA powers for their digital monster. Kids can also play the seven mini-games to coach their monsters in battle skills and strength training. Additionally, kids can collect 1.5” Digimon character figures, 3.5” lightning Digivolving figures and 5” ultra-Digivolving characters. Adding to the fun, all characters come with a DNA metal chip, which can be scanned with the Digivice Data Link.

The renowned Digimon franchise has achieved major global success, having secured international broadcast deals with over 40 countries throughout North and South America, Europe and Asia. *Digimon Data Squad* has already generated more than \$72 million in merchandising sales in Japan alone, since the show’s debut in 2006. Toei Animation has produced 48 new episodes, bringing the total number of Digimon programming to 253 half-hours.

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.

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Bandai America Unveils its Fall Digimon Toy Line
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About Toei Animation Inc.

Toei Animation Inc. (TAI), a wholly-owned subsidiary of Toei Animation Co., Ltd. established in Los Angeles in 2004, looks forward to spreading the world-renowned Japanese animation studio's extensive library and pursuing co-production projects in North and Latin America and other English-speaking territories worldwide.

The main business operations of TAI include film licensing in all media and emerging platforms, merchandise licensing and co-productions with local establishments. Dream Ahead – Toei Animation. For more information, please visit www.toei-anim.com.

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