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Bandai America Powers Up Young Minds and Bodies with the Hottest Action Figures and Youth Electronics for Kids of All Ages

Bandai America Unveils its Popular Action Figures, Active Role-Play Products and Hot Tech Toys at the 2008 American International Toy Fair in New York City

(NEW YORK, NY – UPDATED FEBRUARY 14, 2008) – The established leader in introducing the most popular toy trends from Japan, Bandai America Inc. is unveiling dynamic new offerings for kids of all ages at the 2008 American International Toy Fair in New York City. The new year holds a number of milestones for the company, including:

- The Power Rangers are back for its 16th consecutive chart-topping season, with an all-new version of its innovative Mega Mission Helmet that connects online to now download more than 50 role-playing missions into it.
- An entirely fresh Ben 10™ lineup inspired by the debut of Cartoon Network's all-new *Ben10: Alien Force* series, with never-before-seen alien characters, a more dynamic Omnitrix device, and even more ways for kids to become a now 15-year-old Ben Tennyson.
- The introduction of Tamagotchi Connection V5 "Familitchi," the most technologically advanced Tamagotchi ever, which allows multiple characters to be raised simultaneously as a family clan. Familitchi also debuts an all-new TamaTown.com virtual world, called the Tama & Earth Expo, where kids can take their interaction with all the various Tamagotchi families to dynamic new levels.
- The return of the popular Dragon Ball Z and Digimon franchises with reinvigorated lineups of collectible action figures and electronic role-play toys – including the debut of the Dragon Ball Z brand in the role-play category.
- The debut of BLUE DRAGON action figures, which is based on one of Japan's fastest-selling RPG video games, with characters created by famed artist Akira Toriyama (Dragon Ball franchise).

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Bandai America Unveils its Popular Action Figures, Active Role-Play Products and Hot Tech Toys
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“We are unveiling a strong mix of brands reflecting our core strengths in action figures and youth electronics. Our 2008 lineup targets all ages, be it young boys looking for the latest Power Rangers and Ben 10 toys, adult collectors yearning for exclusive Dragon Ball Z products, or kids wanting virtual pets and other tech toys that connect online,” said Colleen Sherfey, senior director of marketing, Bandai America Inc. “In addition, we’re offering a number of active toys that get kids off the couch and moving, including our next generation Power Rangers Mega Mission Helmet and Ben 10 Omnitrix role-play devices.”

ACTION FIGURES

POWER RANGERS JUNGLE FURY – Roaring into its 16th consecutive year, the Power Rangers have an all new wild adventure in 2008 with *Power Rangers Jungle Fury*. Combining the skills of ancient martial arts with the power of Mother Nature’s fiercest animals, the next generation of teenage heroes defend Earth using newly designed Morphers, animal-inspired vehicles and more dynamic Megazords than ever before. Power Rangers remains the cornerstone brand for younger boys to play out heroic adventures, incorporating themes of teamwork, loyalty and good always triumphing over evil. Bandai America’s new lineup is sure to remain an all-time favorite with lots of collectibility and unique products that incorporate greater play value, including limited edition “chase” action figures, in-packed comic books, and Jungle “Tags,” which can be used with the 5” action figures to unlock sound features. The popular and wearable Mega Mission Helmet returns with the ability to connect to the home computer and now download more than 50 role-playing audio adventures into it. The brand also features deluxe Zords that combine to create turbo-charged Megazords with unique battle action, as well as the new Claw Cannon Air Blaster role-play toy that enables kids to harness the power of wind.

BEN 10™ – Who knows what amazing alien adventures await Ben Tennyson in 2008, as Cartoon Network’s hit show for boys 6-11 unveils an all-new series this Spring. The show now features Ben and his cousin Gwen five years older, Grandpa Max missing under suspicious circumstances, and an unlikely friend in Kevin Levin, Ben’s former energy-absorbing nemesis. With the help of the awesome Omnitrix once again, Ben and his allies tackle more extraordinary adventures while encountering a new cast of aliens, both heroic and evil. And with a new series comes a whole new set of dynamic toys from Bandai America that let kids be Ben Tennyson in more ways, including two more powerful Omnitrix role-play devices, one with an alien projector feature and a second with light-up translucent alien figures that attach to the watch’s face. Also included in the line are collectible 4”, 6” and 8” figures of all the never-before-seen alien characters, as well as vehicles, such as Kevin’s transforming muscle car. With the new Alien Creature Chamber Playset, kids can use their imagination to mix and match different alien parts to create hundreds of different alien figures.

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DRAGON BALL Z® – Bandai America celebrates its triumphant return in 2008 as master toy licensee for Dragon Ball Z, considered one of the most successful anime properties from Japan for over the last 11 years. Fans of Goku, Gohan and all the Dragon Ball characters will have access to exclusive products in the Spring, including 4” collectible figures and highly detailed 2.5” figures direct from Japan. In the Fall, kids can build their ultimate Dragon Ball Z collection with exciting new toys designed for the U.S. market, like the 2.5” Flash Changer Figures that transforms characters into their energized forms, and 8” Power Boost Figures, with muscles that expand and break through the character’s energy force. The unique 6.5” Energy Battle Set offers figures that respond to one to another through IR technology, allowing kids to battle their characters and perform their final attack moves to defeat their opponent. Kids can also mimic Goku’s final attack with the brand’s first role-play set, the Kamehameha Wrist Bands.

BLUE DRAGON – The new *BLUE DRAGON* animation series is based on the exclusive Xbox 360 video game developed by Hironobu Sakaguchi, the creator of *Final Fantasy*, and features character designs by Akira Toriyama, the creator of the best-selling *Dragon Ball* franchise. Debuting in 2008, *BLUE DRAGON* is a classic adventure story of magical Shadow powers, flying air fortresses and unbounded heroism. Brought together by fate, Seven Soldiers of Light must awaken the Shadow (or mythical creature) within themselves in time to overcome a despotic power and bring peace to their land. Their ensuing journey through a rich fantasy world is also an internal journey to awaken the great power within each of them. Bandai America perfectly captures the excitement of this brand with its collectible action figure lineup, which includes detailed 3” figures of all the characters that are accompanied by their Shadow figure. The 4” action figures come with a unique button-activated accessory that lights-up and projects an image of the mystical Shadows. The Shadows also come as a 7” Dragon Figure, complete with sword-swinging action, light and sound effects, as well as a bonus DVD of a *BLUE DRAGON* episode.

YOUTH ELECTRONICS

TAMAGOTCHI® CONNECTION® V5 – The world’s first and top-selling “virtual pet” toy brand debuts a dynamic new Tamagotchi like never before: Tamagotchi Connection “Familitchi.” Taking the Tamagotchi experience to new heights, Familitchi features more families for more fun! Familitchi lets kids raise multiple Tamagotchi characters and many types of families all at the same time in one egg-shaped toy. For the first time ever, the characters can even have their own personal pets. The latest Tamagotchi Connection toy continues to offer fan favorites, including the infrared technology feature that allows two owners to connect together and Gotchi Points, which can be redeemed for special collectible items in the new and expanded Tamatown.com virtual world, now called the Tama & Earth Expo. In Fall 2008, how kids care for their Tamagotchi family determines whether the clan will grow up as a celebrity, athlete, model, paparazzi or even a royal family.

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DIGIMON® – Following the much anticipated return of the animated series to television, Bandai America once again unveils a unique lineup of Digimon role-play electronic toys and action figures for boys 4-8. *Digimon Data Squad*, the new fifth season from Toei Animation Inc. that currently airs on Toon Disney's Jetix block, remains a popular franchise among young boys with its expansive roster of digital monsters. The redesigned Digivice is a dynamic and action-packed electronic role-play toy that allows young boys to feed and train their own digital monsters. Exciting features include new infrared technology that enables two Digimon owners to battle one another, as well as a new scanner function that collects DNA skills from the included metal chips to strengthen characters. Additionally, new 1.5" collectible figure sets, 3.5" Lightning Digivolving figures and 5" Digivolving action figures join the lineup to round out every young boy's collection of Digimon toys.

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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Editor's Note: Media are invited to meet with Bandai America executives at Toy Fair 2008 to discuss the company's product portfolio and hot industry trends. Please contact The Rogers Group to book an appointment from Monday, February 18th – Wednesday, February 20th at:

The Carlton Hotel, Gramercy Room (located near the Toy District)
88 Madison Avenue (between 28th and 29th Street)
New York City
Hotel Phone: (212) 532-4100

Additional press releases and photos are available for free download via Bandai America's press kit at the Virtual Press Office (under the American International Toy Fair 2008):

<http://www.virtualpressoffice.com/presskit/index.jsp?showId=1181060944085&companyId=1190001700547>