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**FOR IMMEDIATE RELEASE**

## **More Family Equals More Fun with New Tamagotchi Connection Familitchi**

*Bandai America Expands Excitement of Virtual Pets with Ability to Raise Multiple Characters In New Tamagotchi Connection® V5*

**(NEW YORK, NY – FEBRUARY 17, 2008)** – More family equals more fun with the new Tamagotchi Connection Familitchi! As the most technologically advanced version of the world’s first and top selling “virtual pet” tech toy, the Tamagotchi Connection V5 from Bandai America Inc. allows kids to experience family values while raising multiple characters simultaneously in one toy. In addition to the intellectual, artistic, laid back and cheerful families available in the Spring, the new V5 features never before seen characters that come with differing personalities and can grow up as an athlete, model, paparazzi or even a royal family, based on how they are raised.

“For the first time ever, Tamagotchi Connection V5 takes the Tamagotchi experience to new heights by giving fans the ability to take care of an entire family of characters at the same time,” said Colleen Sherfey, senior director of marketing, Bandai America Inc. “Kids can share in the excitement as their characters play games together, trade gifts, and become pals. The depth of play and hours of endless entertainment make more family more fun.”

With its infrared technology feature, Tamagotchi toys can “connect” with others, allowing kids to watch characters play games together, trade gifts and become pals. Kids can even store a list of up to 45 friends in their Tamagotchi.

With the new V5, once a Tamagotchi character reaches adulthood, the virtual pet can then connect with a compatible friend and create successive generations for kids to care for so the fun never ends.

Tamagotchi Connection V5 extends its magical world to Tama & Earth Expo, the new addition to the Tamagotchi virtual world ([www.TamaTown.com](http://www.TamaTown.com)). It’s even more *Tama-rrific* by offering multiple new ways for fans to interact within the site. Visitors can travel to different

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“Pavilions,” offering them an opportunity to explore foreign locations like Japan, Europe and Asia. Fans can also check out the Ecology Pavilion to learn about ways to save the planet or the Gotchi Amusement Park to play games and have some good clean fun. While using “Gotchi Points” and special passwords, visitors can go online to shop, visit the travel agency, grab a bite to eat, get a new job and buy the hottest clothes. New games and other activities are also available online for even more fun, codes and collectible souvenirs.

In addition to the V5, Gotchi Gear in the new fall line-up includes:

- **Tamagotchi Watch:** Kids can use their Tama-watchi to track time, while making a Tamagotchi fashion statement! Each assortment includes a fully functional digital wrist watch that features everyone’s favorite Tamagotchi characters – Mametchi, Memetchi, Kuchipatchi, Chamametchi, Violetchi and Ichigotchi. Each watch includes a flip-top face which reveals a watch piece with 4 different Tamagotchi inspired mini games that kids can play on the go.
- **Tamagotchi Lanyard:** The Fall 2008 line will feature an assortment to include both the traditional lanyards from previous seasons as well as brand new wristlets. The new design of the lanyard will include Tama family character images imprinted onto a clear plastic material with a special screen cleaner for their toy. Kids can use the “Gotchi Gear” lanyards and wristlets to carry their favorite Tamagotchi Connection toy around their neck, on their belt, or hooked to their backpack.
- **Tamagotchi Decoration Kit:** Use the interchangeable skins to personalize your virtual pet with your favorite color or to match your mood of the day. For extra special sparkle, kids can even “bling” their Tamagotchi with the included jewels and character-themed stickers. The kits are available in several different character versions: Mametchi (blue skin), Memetchi (white) and Kuchipatchi (green).

**About Tamagotchi Connection**

Originally launched in 1997, the egg-shaped Tamagotchi – which simulates the life cycle of a real pet – went on to sell more than 40 million units worldwide and created a brand new toy category within the industry. Bandai America reintroduced the brand in 2004 with a new and highly popular infrared technology “connection” feature, thereby creating stronger-than-ever consumer demand among young kids and adults alike.

The new Tamagotchi Connection includes an ever-expanding assortment of design styles, games, new characters (for a total of 53) and 144 total collectible souvenirs. Tamagotchi Connection V5 debuted in January at all major retailers nationwide with a SRP of \$14.99. Debuting in July will be the refresh of Tamagotchi Connection V5, as well as the Tamagotchi Watch and redesigned Gotchi Gear™ line (SRP of \$5.99 - \$12.99). For more information about Tamagotchi, please visit [www.Tamagotchi.com](http://www.Tamagotchi.com).

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**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).

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