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Accelerating Into Their 17th Consecutive Year, the Power Rangers Zip into 2009 New York Toy Fair with a Vehicle Inspired Toy Lineup

Bandai America Draws Upon the High-Octane Adventures of the Power Rangers RPM Television Series and Introduces "Racing Performance Machines"

(NEW YORK, NY – February 15, 2009) – The Power Rangers speed into 2009 with a vehicle theme toy line from Bandai America, Inc. Inspired by the television series' vehicle adventures in "Power Rangers RPM," the brand's Fall 2009 lineup features products with increased play value – from the Auxiliary Trax System to limited edition chase figures and retro Megazords – all certain to drive excitement among fans and collectors of all ages.

"A true testament to the brand's continuous popularity, we're excited to support the 17th season of Power Rangers with the all new *Racing Performance Machines* toy line," said Danielle Armbrust, director of marketing, Bandai America Inc. "With over 100 million Power Rangers action figures sold to date, Bandai is leveraging its expertise in the action figure category to introduce a vehicle inspired lineup that appeals to collectors and new fans."

Power Rangers RPM is set to premiere on March 7, 2009 on ABC Kids. This perpetually popular boys' franchise continues to be a major success due to the powerful brand elements that translate from the television series to retail and allows kids to collect, as well as play out the ultimate adventures as their favorite Power Rangers hero.

The *Power Rangers RPM* series finds mankind retreated into environmentally-shielded domed cities to protect against the evil ways of Venjix. Determined to conquer and lay ruin to the entire planet, the mysterious and sinister Venjix Computer Network has unleashed pollution and machines bent on world domination.

In the shining city of Corinth, a mysterious and reclusive computer genius known as Doctor K leads a classified defense project, code named "R.A.N.G.E.R.". An elite force of Rangers must learn to drive and operate the ultra-classified Racing Performance Machines, an arsenal of

Bandai America's Power Rangers RPM Fall 2009
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radically advanced biotech vehicles developed in this project, in order to battle the attacking machine army and protect Earth.

Bandai America's Fall 2009 RPM line delivers enhanced play and collectability. The Auxiliary Trax System empowers kids to use their imagination and create battlized Power Rangers figures and vehicles by collecting and combining the 5" Guardian Figures, Racing Performance Cycles and Formula Transporters (each sold separately). Additional product highlights include:

- **Trax Command Center:** With the Trax Command Center, kids can keep up to speed in the race against evil. Unlock sound and light features, then morph the center from an Action Jet into a Deluxe Battle Station. The Command Center includes an exclusive 5" Ranger figure. Collect and combine the Command Center with the 5" Guardian figures, Racing Performance Cycles and Formula Transporters to complete the Auxiliary Trax System.
- **Deluxe Formula Megazords:** By combining the three deluxe RPM Zords included in each set, kids can create the turbo-charged Megazords as seen on the TV show. Collect and combine all four Spring and Fall Formula Megazords to create an exclusive RPM Ultrazord!
- **Deluxe Battle Gear:** Kids can get active and have fun battling Evil Space Aliens as a Power Rangers RPM hero with this gear. Based on the battle gear used on the TV show by the Gold and Silver Rangers, the SkyShift Blazer includes a light feature and multiple spinning propellers that launch from the barrel. Each propeller is designed differently for unique flying capabilities, one has a suction feature that sticks to its target.

About Power Rangers

Over the past seventeen years, the Power Rangers have been on Earth, in space, on the moon, under water, traveling through time, in the jungle and anywhere evil lurks. They've battled Rita Repulsa, Divatox, Master Org, Dark Spector, Toxica, Jindrax and many more evil-doers – villains who have been shrunk to miniatures, tossed in jail, reduced to ooze or banished. Over time, the brand has maintained its themes of teamwork, honesty, loyalty, courage, family, friends and above all, the victory of good over evil. For more information, please visit the Power Rangers Supersite at www.PowerRangers.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™, DragonBall Z® and Tamagotchi®. The company is headquartered in Cypress, California and information is available at www.Bandai.com.

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