



FOR IMMEDIATE RELEASE
February 10, 2009

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DENTSU INC. ENTERS INTO AN AGREEMENT FOR THE PURCHASE OF TOY BRAND *CHUB CITY!*

DCI LOS ANGELES DEVELOPING *CHUB CITY* ANIMATED SERIES WITH *BAKUGAN* PRODUCER MITSUHARU INOUE

***Chub City* Hip-Hop Characters & Their Customized Cars
Have Over 20 Million In Retail Sales At 11,000 Stores;
Merchandising/Licensing Program To Be Expanded**

SANTA MONICA, CA – Dentsu Inc. has entered into an agreement to acquire all rights, title and interest in the brand ***Chub City***, a popular line of street-savvy figural characters and vehicles originally created and currently marketed by Jada Toys, it was announced jointly today by Mr. Yoshio Takada, director, media services/tv division for Dentsu Inc., and Mr. Yuma Sakata, senior vice president for DCI Los Angeles (DCI-LA).

Chub City will be developed for an animated television series by Dentsu in conjunction with its Los Angeles-headquartered subsidiary, DCI-LA, and Mr. Mitsuharu Inoue will serve as creative director. Mr. Inoue is the producer of the hit animated series, ***Bakugan Battle Brawlers***, a Japanese animated series airing on the Cartoon Network which is based upon one of the hottest selling toy lines in North America.

Also planned for **Chub City** is an extensive new licensing program. Dentsu will own the intellectual property and will manage ongoing interests in the brand with DCI-LA.

Takada said, “This acquisition is an ideal fit for our strategy with DCI-LA, which is to create animation for a global market by working with intellectual properties and development partners in North America while designing characters and animating through studios in Japan.”

Sakata said, “The established character personalities and car customization aspects of **Chub City** have set-up a great story, and we are very excited to have someone of Mr. Inoue’s caliber joining the team at the outset, to conceptualize an ongoing TV series while also growing the toy opportunities in an organic way.”

The **Chub City** crew of characters and their distinctive “chubbed” vehicles can now be found in 12 of the largest global retailers reaching 11,000 locations worldwide. In approximately 2 years, the brand generated over \$20 million in retail sales.

The **Chub City** brand was first created by Jada Toys to appeal to an aspirational demographic – kids who are inspired by music, art, and the car culture, but who are not yet ready to drive. The highly stylized and slightly edgy characters spend their time tricking out their dream cars, skateboarding, playing basketball, creating art and rapping in “Chub City”. Since the toys launched in the Summer of 2005, they have grown to be a major force at retail. The line has received extensive consumer and trade support, including advertising, promotional and public relations campaigns, giving the brand high visibility and wide-spread brand recognition.

Commenting on the sale, May Li, president of Jada Toys, said, “Our **Chub City** line has become a favorite for boys around the world. Our radio-controlled vehicles continue to be the top-seller in its category at retail, so there is clearly a demand for more from **Chub City**. Dentsu and DCI-LA, with its extensive development, production and distribution capabilities, will be able to take the property to the next level, and will be the best new home for this property.”

About Dentsu Inc.

Dentsu Inc., founded in 1901, is the largest advertising company brand and the fifth largest marketing and communications organization in the world. Based in Tokyo, the group has more than 6,000 clients and more than 17,454 full-time employees* in both Japan and in its offices overseas. Consolidated billings (net sales) for fiscal year 2007 were recorded at \$17,738 million. Dentsu is publicly quoted on the Tokyo Stock Exchange (Code 4324).

*As of March 31, 2008.

About DCI Los Angeles

Headquartered in Santa Monica, CA, DCI Los Angeles (DCI-LA) was formed in 2008 to develop and co-produce animation content for broadcasters and media businesses worldwide. The company's strategy unites North American and European development talent with Japanese animation expertise. DCI-LA will also manage the distribution and licensing efforts for its own productions, and for those in which it has invested. DCI-LA is a part of Dentsu Communications Inc. (DCI) in New York, a wholly owned subsidiary of Dentsu Inc., the world's largest advertising agency brand and a leading producer in Japanese animation.

About Jada Toys, Inc.

Headquartered in City of Industry, California, Jada Toys is a privately held, leading manufacturer of authentically licensed and highly stylized die-cast collectible and radio controlled vehicles. A popular product line with both children and adult collectors, Jada's brands include DUB City, Big Time Muscle, D-Rods, Option D!, High Profile, Chub City and Showroom Floor. Jada has also acquired major toy licenses for preeminent brands such as Marvel, *Chop Socky Chooks*, *Guitar Hero* and *Speed Racer*. Jada Toys' products can be found in the world's largest retail and hobby stores including Wal-Mart, Target, Kmart, Best Buy and Toys "R" Us.

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