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**DENTSU ENTERTAINMENT USA, INC.
& NAMCO BANDAI TEAM UP IN THE AMERICAS
ON ACTION-PACKED ANIMATED TV SERIES -- LBX!**

**LBX A Run-Away Broadcast & Product Hit In Japan;
Namco Bandai Also Signed Master Toy Deal
With TV TOKYO For European Territories!**

SANTA MONICA, CA – Dentsu Entertainment USA, Inc. and Namco Bandai announced today a multi-territory partnership for the master toy license covering distribution of toys throughout the Americas. Namco Bandai has also signed a separate master toy license agreement with TV TOKYO for European territories.

LBX™ (a.k.a. “**Little Battlers eXperience**”) – an animated television series and franchise based on miniature customizable robots – is a major hit show in Japan airing on TV TOKYO. There are over 44 episodes aired in a prime time programming block, with more to follow.

As the Japanese program continues to explode in popularity, it is now being adapted by Dentsu Entertainment USA throughout the Americas. Bandai’s toy products for the Americas have an anticipated debut date of fall 2013. In European territories, Bandai and TV TOKYO plan for broadcast and toy launches with a similar timeframe.

“With an exciting storyline and an organic transition from the TV screen to mass market toy products, we are confident that the **LBX** series and toys will appeal broadly in all markets worldwide. **LBX** is all about customizable battling robots, and Bandai has a great reputation for innovation and for producing inspiring, high-quality toy robots. We view this as a great alliance,” said Mr. Yuma Sakata, president and chief executive officer, Dentsu Entertainment USA.

Mr. Masayuki Matsuo, chairman and chief executive officer, Bandai America said, “The **LBX** robots that appear in the series fit in the palm of your hand, which offers so many creative play possibilities. We look forward to working closely with Dentsu Entertainment USA and TV TOKYO to introduce **LBX** to the world outside of Asia. We know kids are going to love this TV series and these toys!”

Bandai America will develop an all-new line of toys for mass distribution based on the adapted **LBX** animated series, currently being developed by Dentsu Entertainment USA and TV TOKYO for their respective territories. The line will include figures, role play, vehicles and action model kits.

About LBX

In this Japan-originated animation series, children in the year 2050 have miniature **LBX** robots, which they build, customize and play with in robot battles. Our young hero has control over the **LBX <AX-00>** model, a super-charged version left for him by a mysterious woman. Our hero and his friends, with their own unique robots, are now involved in a global conspiracy in which the robot battles have become deadly serious. The friends have joined together to fight for the very safety of the world.

The **LBX** robots are often personalized by both the characters in the animated series, and by present day, real-life children who are fans of the property. In Japan, **LBX** is currently in its second season, and has demonstrated ratings success since it first launched on TV TOKYO in March, 2011.

About Dentsu Entertainment USA, Inc.

Headquartered in Santa Monica, CA, Dentsu Entertainment USA, Inc. was formed in April 2010 as a wholly owned subsidiary of Dentsu Inc. (Tokyo Stock Exchange, Code 4324), the world's largest advertising agency brand, and a leading producer of Japanese animation, with over 20,000 full-time employees and more than 200 offices worldwide. Dentsu Entertainment USA develops original animation programming and media content for markets worldwide, and manages licensing programs for existing and new properties. Current projects include **Chub City®**, a toy based property featuring street-savvy characters and vehicles, currently in development as an animated series, **Deltora Quest®**, a 52-episode animated series based on the international top-selling fantasy-adventure book series of the same name airing in multiple markets worldwide, **Mameshiba™**, a collection of animated shorts and character licensing program with over \$100 million in product sales since 2008, and the **Monsuno™** project, a joint venture with JAKKS Pacific, Inc. expected to hit U.S. retail shelves with the U.S. TV series premiere in Spring 2012.

About Namco Bandai and Bandai America Incorporated

A leader in developing engaging, quality toys that capture children's imaginative spirit and provide endless "Fun For The Future," Bandai America Incorporated is the manufacturer and master toy licensee of some of the most popular brands in children's toys and interactive entertainment today. The Bandai America brand family includes Power Rangers®, Ben 10™, ThunderCats™, and Pocoyo™, among other boys, girls, preschool and hobby product lines. 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 three strategic business units: Toys and Hobby, Amusement Facility and Contents. The company is headquartered in Cypress, California. Find out more about our expertise in connecting with kids in fun and fresh ways at www.Bandai.com.

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