

FOR IMMEDIATE RELEASE

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DENTSU ENTERTAINMENT'S ANIMATED SERIES "LBX™" TO DEBUT ON NICKTOONS IN 2014

Bandai America To Unveil First "LBX" Products At Toy Fair 2014

SANTA MONICA, CA -- The **Little Battlers eXperience (LBX™)**, an extremely popular Japanese television series and franchise, will debut in the U.S. on [Nicktoons](#) in 2014, announced today by Mr. Yuma Sakata, President and Chief Executive Officer, [Dentsu Entertainment USA, Inc.](#) The **LBX** franchise follows the adventures of miniature customizable robots and the kids who interact with them.

"The **LBX** franchise is a great example of Dentsu Entertainment USA's approach," said Sakata. "The **LBX** series in Japan was creative and benefited from a coordinated launch by multiple partners in the broadcast, gaming, toy and licensee sectors. We think that, in working with our team of North American writers, producers, and partners, we will experience similar success in the Americas!"

Separately, [Bandai America](#) recently announced the unveiling of their first line of **LBX** figures in their revolutionary new line of construction toys – highly detailed action figure model kits, **SprüKits**. The kits will be unveiled at Toy Fair 2014.

Craig Drobis, Senior Director of Marketing, Bandai America Incorporated, commented, "Fans can build their favorite robots just like the main characters do in the show! The end result is great looking, highly detailed, accurately sized versions of Achilles and more. Fans will proudly display their LBX to recreate a scene from the program or one from their own imagination."

About LBX™

LBX™ (a.k.a. "Little Battlers eXperience") is an animated television series and franchise based on small, but powerful, kid-controlled robots. In Japan, over 100 episodes have aired in a prime time programming block on TV Tokyo with major ratings success. As the Japanese program continues to explode in popularity, it is now being adapted by Dentsu Entertainment USA for broadcast in the Americas.

In this animation series, children in the year 2050 have miniature LBX robots, which they build, customize and play with during intense 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.

About Dentsu Entertainment USA, Inc.

Dentsu Entertainment USA, Inc. was formed in 2010 as a wholly owned subsidiary of Dentsu Inc. (Tokyo Stock Exchange, Code 4324). Dentsu Inc. is the world's largest advertising agency brand, and a leading producer of Japanese animation, with over 37,000 full-time employees and more than 700 subsidiaries and affiliates worldwide. Dentsu Entertainment USA develops original animation programming and media content for domestic and international markets, and manages licensing programs for new and existing properties. Current projects include **Chub City®**, featuring evolved vehicles and savvy young drivers, currently in development as an animated series; **LBX™** (a.k.a. "**The Little Battlers eXperience**"), a highly successful animation, video game and toy franchise, based on miniature customizable robots; **Deltora Quest®**, a 52-episode animated series airing globally, and based on the international top-selling fantasy-adventure book series of the same name; and **Monsuno®**, an innovative toy line and animated boys action adventure series currently airing on Nicktoons and free-to-air channels in more than 150 countries. Dentsu Entertainment USA is headquartered in Santa Monica, CA. For more information, please visit www.DentsuEntertainment.com.

About Nicktoons

Nicktoons has the highest concentration of B2-11 across all television and offers programming such as the *NFL Rush Zone* franchise, *Rob Dyrdek's Wild Grinders*, *Iron Man: Armored Adventures*, *Alien Dawn*, the *Dragon Ball* franchise, *Yu-Gi-Oh!*, *Voltron Force*, *Monsuno*, and the *Power Rangers* franchise as well as a roster of hits that have defined kids' and animation lovers' TV, including *Avatar: The Last Airbender*, *Invader Zim*, *Danny Phantom*, *SpongeBob SquarePants*, *The Fairly OddParents*, and *The Adventures of Jimmy Neutron*, *Boy Genius*. Nicktoons currently reaches almost 68 million homes via cable, digital cable and satellite. For more information or artwork, visit <http://www.nickpress.com>. Nicktoons and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ: VIA, VIAB).

About 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™ and Pac-Man and The Ghostly Adventures™, Locksies™, Tamagotchi Friends™, 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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