

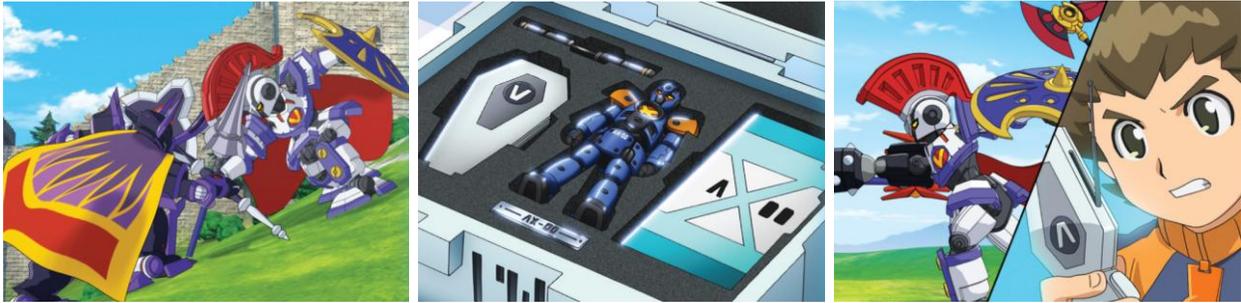
dentsu

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FOR IMMEDIATE RELEASE

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DENTSU ENTERTAINMENT USA, INC. ANIMATED SERIES *LBX*[™] TO DEBUT ON NICKTOONS SUNDAY, AUGUST 24, AT 10:00 A.M. ET

Merchandising & Licensing Partners Now Being Sought; Dentsu Entertainment USA, Inc. Producing *LBX* In Association With Rollman Entertainment, Inc.

SANTA MONICA, CA -- Little Battlers eXperience (*LBX*[™]) -- original concept created by LEVEL-5, Inc., based on an extremely popular Japanese animated franchise -- will debut in the U.S. on [Nicktoons](#) Sunday, August 24, at 10:00 a.m. ET, it was announced today by Mr. Yuma Sakata, President and Chief Executive Officer, [Dentsu Entertainment USA, Inc.](#) (Dentsu). *LBX* will be unveiled and promoted for the first time at San Diego Comic-Con in July.

This new 26-episode animated series is being produced by Dentsu in association with Rollman Entertainment, Inc. President and Chief Executive Officer [Eric S. Rollman](#) is a seasoned executive and producer, and a two-time Emmy nominee well known for his television work on *Spider-Man*, *X-Men*, *Iron Man*, *Digimon*, and *NFL RUSH ZONE*.

LBX follows the adventures of miniature customizable robots and the kids who interact with them. Van, the main protagonist, competes in an ongoing series of *LBX* robot battles to stop villains, and to save his kidnapped father. Each miniature robot is customized and programmed by its teen owner, and battles are based on their commands. Though the robots are tiny, they fight with the energy and ability of mega-machines, leading to epic battles with high stakes.

"*LBX* has been one of Japan's biggest boys-action hits. Our team has a lot of experience in animated action, and *LBX* really stood out both in terms of its powerfully unique storyline, and its sophisticated visual appeal," said Rollman. "We are having a lot of fun working on the series!"

"With the **LBX** franchise, we are coordinating the series launch to coincide with merchandise availability at retail this fall and winter," said Sakata. "Our North American creative team behind the franchise, coupled with a coordinated merchandise launch, has become a hallmark of our success in the U.S. market."

Viewers can check out Nicktoons.com for additional information about the series including show trailers, episodic clips, picture flipbooks, and more.

Bandai America is already on board with their [SprüKits models](#) and Dentsu is currently seeking additional partners in all licensing and merchandising sectors. Interested parties please contact Lisa Yamatoya, director of licensing, at 310-315-3019 or info@dentsuentertainment.com.

About LBX™

LBX™ (a.k.a. "Little Battlers eXperience") is an animated television series and franchise based on small, powerful kid-controlled robots. The concept was originally created by LEVEL-5, Inc. 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 has been adapted by Dentsu Entertainment USA for broadcast in the Americas. This popular series will begin airing on Nicktoons on Sunday, August 24, 2014.

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 39,000 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*, *Dragon Ball GT*, the *Yu-Gi-Oh!* franchise, the *Digimon* franchise 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 Rollman Entertainment, Inc.

With a primary focus on kids and family brands, Rollman Entertainment, Inc. is developing and producing a wide range of projects that will both delight and engage audiences in today's multi-platform universe. Rollman Entertainment strategizes with major brands to connect with kids and families by creating,

designing, producing and distributing live action and animated content, which reimagines, extends and connects with new audience demos. Clients and partners include: NFL, SeaWorld Parks & Entertainment, Broadway Video, Dentsu, and Tyler Perry/Lionsgate. Projects in market are NFL Rush Zone, Sea Rescue, The Wildlife Docs, and Iesodo.

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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