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FOR IMMEDIATE RELEASE

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Fifth Sun Garments



Zwyer Industries Book



Trends International Poster

**DENTSU ENTERTAINMENT USA, INC.
SIGNS FIFTH SUN, TRENDS INTERNATIONAL & ZWYER
TO LICENSING ROSTER FOR NICKTOONS' HIT ANIMATED SERIES LBX™**

Licensees Join Master Toy Licensee Bandai America

SANTA MONICA, CA – Dentsu Entertainment USA, Inc. has signed licensees Fifth Sun, Trends International, LLC and Zwyer Industries to its licensing roster for the hit show, **Little Battlers eXperience (LBX™)**, it was announced today by Mr. Yuma Sakata, President and Chief Executive Officer, [Dentsu Entertainment USA, Inc.](#) The companies join master toy licensee Bandai America, and their new, multi-product line of [LBX Sprukits models](#).

The **LBX** franchise – an original concept created by LEVEL-5, Inc. that has been hugely popular in Japan and is now broadcast in the United States -- follows the adventures of miniature customizable robots and the kids who interact with them. **LBX** airs every Sunday at 10:00 a.m. ET on Nicktoons, and is supported by a robust [LBX show website](#).

FIFTH SUN – With products ready to hit stores in time for Holiday 2014, Fifth Sun is creating a wide variety of boys garments, including t-shirts, thermals, tanks, hoodies, fleece, board shorts, active wear, outerwear and underwear. Garments will be sold at gift, toy and specialty stores and online, with an MSRP ranging from \$8.99 to \$59.99.



TRENDS INTERNATIONAL – Trends International is manufacturing a series of posters in all sizes and formats, with MSRP ranging from \$4.99 to \$9.99, and available in November, 2014. The posters will also be sold at gift, toy and specialty stores and online, as well as in the Trends boutiques inside Toys”R”Us, Walmart, K-Mart, and Target.



ZWYER INDUSTRIES – Zwyer has created a hardcover, 8.8” x 10”, 80-page glossy art book featuring images from the **LBX** series. The MSRP is \$25.00, and the book will be available in December, 2014 at comic book stores nationwide, and online.



"The **LBX** series has been a runaway hit phenomenon in Japan, and has already proven its appeal to young audiences here in the United States on Nicktoons," said Sakata. "We are aggressively building out the licensing component of this franchise stateside, and are delighted to have these new licensees on board!"

About LBX™

LBX™ (a.k.a. "Little Battlers eXperience") is an animated television series and franchise based on small, powerful kid-controlled robots. In Japan, over 100 episodes have aired in a prime time programming block on TV Tokyo with major ratings success. The franchise has now been adapted by Dentsu Entertainment USA for broadcast in the United States on Nicktoons.

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 approximately 40,000 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. "**Little Battlers eXperience**"), a highly successful animation, video game and toy franchise, based on miniature customizable robots and now airing on Nicktoons; **Deltora Quest®**, a 52-episode animated series 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. 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 a roster of hits that have defined kids' and animation lovers' TV, including the *Yu-Gi-Oh!*, *Digimon* and *Power Rangers* franchises; *Avatar: The Last Airbender*; *Invader Zim*; *Danny Phantom*; *SpongeBob SquarePants*; *The Fairly OddParents*; and *The Adventures of Jimmy Neutron, Boy Genius*. The network also features *NickSports*, a weekly programming block showcasing a mix of original and acquired long- and short-form content from professional sports leagues NFL, MLS, NASCAR and WWE; series including *Wild Grinders* from Rob Dyrdek, the animated *NFL RUSH ZONE* and the magazine-format show NFL RUSH; documentary programming; and acquired sports-themed theatrical movies. 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 Fifth Sun

Fifth Sun is a leading supplier of on-trend licensed and private label apparel for the retail and direct-to-consumer clothing industry. In business for over 20 years, Fifth Sun is recognized for innovative designs, time-to-market efficiency, socially conscious business approach and their dedication to their licensor and retail partners. www.FifthSun.com.

About Trends International, LLC

Trends International, LLC is the leading publisher and manufacturer of licensed posters, calendars, social stationery and stickers in North America. Established in 1987, the company began its growth based on the recognized need for an integral partnership between licensor, retailer and licensee. The company maintains office and distribution facilities in Mississauga, Ontario, and Indianapolis, Indiana. Dedication to quality product, competitive pricing and outstanding customer service has been central in positioning the company as the foremost leader within these product categories. www.TrendsInternational.com.

About Zwyer Industries

A start-up based in Los Angeles, Zwyer Industries was founded by two animation directors. Being fans and collectors themselves, they set out to produce high-end merchandise based off of popular animated properties, ranging from books and lithographs to collectible figures and toys. www.zwyerind.com.

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