



MARVISTA ENTERTAINMENT ACQUIRES LATIN AMERICAN RIGHTS TO *LITTLE BATTLEERS EXPERIENCE (LBX™)* FROM DENTSU ENTERTAINMENT USA, INC.

Company to Introduce 52 Half-Hour Episodes of the Highly Successful Animated Action Series Airing on Nicktoons in the US to Partners Throughout Latin America

Los Angeles, CA (April 21, 2015) – Following the recent announcement by Nicktoons confirming the order for a second season of *Little Battlers eXperience (LBX™)*, the popular animation franchise from Dentsu Entertainment USA, Inc. (Dentsu), MarVista Entertainment has acquired Latin American rights to the series. The acquisition was announced today by MarVista Entertainment CEO, Fernando Szew.

“*LBX* is a runaway hit in Japan, and has proven its appeal to young audiences in the US since its launch on Nicktoons last year, confirmed by the recent second season order for the series,” commented Szew. “We are delighted to partner with Dentsu to introduce the series to children across Latin America where we believe it will be enthusiastically received.”

“MarVista Entertainment’s expertise in the licensing of properties targeting boys will be invaluable to us as we launch *LBX* into the Latin American marketplace,” added Mr. Marc Harrington, Sr. VP, Global Strategy & Development at Dentsu Entertainment USA, Inc. “We look forward to introducing *LBX* to children throughout the region.”

The *LBX* franchise—an original concept created by LEVEL-5, Inc. and adapted by Dentsu for broadcast in the United States—follows the adventures of miniature customizable robots and the kids who interact with them. In Japan, over 100 episodes have aired in a prime-time programming block on TV Tokyo with major ratings success.

LBX debuted on Nicktoons in the US in August 2014, quickly establishing a solid footprint, which has led to the additional 26-episode order, to debut in fall 2015. The first season of *LBX* is currently running on Nicktoons and will repeat prior to the second season premiere. The series is supported by a robust [LBX show branded website](#).

In fall 2014, **Bandai America** launched its first line of *LBX* figures in their revolutionary new line of construction toys—highly detailed action figure model kits called SprüKits. Additional recent product launches at retail include apparel from **Fifth Sun**, posters from **Trends International**, and an 80-page glossy art book from **Zwyer Industries**.

In season one, it is year 2050. The young hero Van, along with his friends and their robots, engage in a series of battles against forces of evil that wish to undermine the *LBX*. Ultimately, they are triumphant. A year later in season two, we find Van teaming up with a new friend, Hiro. Together, they lead a collaborative effort with their allies to confront a new, far more sinister threat.

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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, and a leading producer of Japanese animation, with approximately 40,000 full-time employees and more than 750 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: **YO-KAI WATCH™** now in development for the Americas in 2015, which debuted on TV Tokyo and is consistently ranked as the top-rated show in its time block; **LBX™** (a.k.a. "**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 MarVista Entertainment:

MarVista Entertainment, spearheaded by Founding Partner and Chief Executive Officer Fernando Szew, is one of the world's leading independent features and family entertainment production and distribution companies. Under Szew's 10-plus-year leadership, MarVista has achieved remarkable growth through a strategy that complements its distribution slate with acquisitions across all media platforms, as well as third party distribution content agreements. MarVista has produced more than 200 movies and continues its expansion in production and distribution. The company currently has a catalog of more than 2000 hours of content, and with approximately 40 new movies per year added to the company's distribution pipeline, MarVista has become one of the largest suppliers of movies to the worldwide marketplace.

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For media inquiries, please contact:

Michelle Orsi/Carol Holdsworth,
Three.Sixty Marketing & Communications
1.310.418.6430/1.805.252.1848
michelle@360-comm.com; carol@360-comm.com

Christina Mancebo
MarVista Entertainment
1.424.274.3000 ext. 152
cmancebo@marvista.net