



Toei Animation Announces *Dragon Ball Super* Toy Line

Multi-Faceted Range Of Action Figures and Role Play Items From Bandai America Set For Launch In The United States

For Immediate Release:

LOS ANGELES (Date) – Toei Animation Inc. continues its long toy collaboration with Bandai by announcing the launch of a toy line dedicated to the hit series, *Dragon Ball Super*. Set to launch in the United States in Summer 2017, Bandai’s expansive line includes detailed figures, collectible sets, and role play items.

Reuniting the franchise’s iconic characters, *Dragon Ball Super* follows the aftermath of Goku’s fierce battle with Majin Buu, as he attempts to maintain Earth’s fragile peace. Overseen by *Dragon Ball*’s original creator, Akira Toriyama, and produced with Japan’s Fuji TV, *Dragon Ball Super* draws on its thirty year history to create a bold, new universe that is welcoming to fans and endearing to new viewers.

“Bandai’s creative ambition is at full force with the release of their exciting *Dragon Ball Super* catalog,” said Masayuki Endo, President of Toei Animation Inc. “The toys recognize the *Dragon Ball* franchise’s long history and appeal to a wide variety of audiences and we look forward to aggressively building out the licensing component of this franchise.”

The toys are developed by Bandai America Incorporated, which is the manufacturer and master toy licensee of some of the most popular brands in children’s toys and interactive entertainment today. The product line will have an MSRP range from \$3.99 to \$19.99. Their diverse features reflect *Dragon Ball*’s popularity among a new generation of fans both young and old.

Toys created for the line include:

Spin Battlers 2.5 Inch Action Figures

These mighty battle figures are designed with articulation for signature battle moves. To battle, place figure on top of a spinner and connect up to 3 other spinners. Slide the pad on the spinner back and forth to make your figure spin and battle. The last figure still on top of its spinner wins! You can collect figures in three different ways; blind bags, single figure pack (includes spinner), or 2 figure battle packs (includes 2 spinners). There are initially 7 figures to collect; Super Saiyan Goku, Super Saiyan Vegeta, Frieza, Beerus, Wis, Picollo, and Majin-Buu. Each sold separately unless grouped in a 2 pack. Blind bags include figure only.

Power Up Feature 3.5-Inch Action Figures

With “powering up” action, kids will be able to recreate some of Dragon Ball’s most intense scenes as their favorite characters burst into super battle form by blasting off their shirt or armor. Characters included in the initial release are Super Saiyan Goku, Super Saiyan Vegeta and Frieza. Each sold separately.

Dragon Stars Series 6.5-Inch Poseable Action Figures

This series of highly detailed and poseable figures with 16 or more points of articulation will include characters from Dragon Ball’s rich history. Characters announced for the 1st wave include Super Saiyan Goku, Vegeta, and Beerus. The 2nd wave will include Goku, Super Saiyan Vegeta, and Frieza in Final Form. Figures come packaged with an exclusive collectible piece that can be combined to form the dragon Shenron. Each figure sold separately.

Final Attack 7 Inch-Action Figures

Sculpted in final attack position, fans can crank up Super Saiyan Goku or Vegeta with their signature energy blast disk. Then with a press of a button, launch the energy blast from the figure’s hands to take out their enemies where they stand. Each sold separately.

Deluxe Scouter (Role Play)

Faithfully-reproduced in two styles, green or red lens, these highly detailed and adjustable headsets feature signature Dragon Ball sounds to allow kids to become their favorite characters and re-enact their favorite scenes. Each sold separately.

Deluxe Kamehameha Shooter (Role Play)

Now the power to unleash Goku’s Kahmehameha blast is in your hands. Attach to wrist and insert the energy ball into the wristband and you’ll begin to hear Ka-me-ha-me- and when you press the button to fire the energy ball, the final “haaa” will be heard as the energy ball blasts through the air to take out your enemies.

About Toei Animation Inc.

Based in Los Angeles, Toei Animation Inc. manages the film distribution of Toei’s top properties, including *Dragon Ball all series*, *Sailor Moon*, *One Piece*, *Saint Seiya*, and many others to North America, Latin America, South Africa, Australia and New Zealand. Toei Animation Los Angeles office further handles all categories of consumer product licensing based on its film and television brands within these territories. For more information, please visit <http://www.toei-animation-usa.com>.

Toei Animation Co., Ltd

Toei Animation Co., Ltd. (Jasdaq:4816) ranks amongst the world’s most prolific animation production studios. The company’s operations include animation development and production, and worldwide marketing and program licensing with sales offices in Paris, Hong Kong and representative office in Shanghai. Since its founding in 1956, Toei Animation Co., Ltd. has produced more than 11,000 episodes

of TV series (more than 200 titles) and more than 215 long feature films. For more information, please visit <http://www.toei-anim.co.jp>.

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