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FOR IMMEDIATE RELEASE

Bandai America Helps Kids Relive Their Favorite Heroes’ Adventures With New Power Rangers Mystic Force Toys

*Four Assortments of 5” Action Figures Available for the First Time;
More Vehicles, Megazords, and Role-Play Toys Offered Than Ever Before*

(CYPRESS, CA – September 18, 2006) – To keep up with growing consumer demand, Bandai America Incorporated unveils its new fall lineup of *Power Rangers Mystic Force* toys this month. The colossal assortment of mystical action figures, vehicles, and Megazords – along with the largest role-play lineup to date – continues to spark children’s imaginations as they engage in the triumph of good over evil as their favorite Power Rangers hero. By tapping into hot play trends without forgoing the property’s core values of honesty, loyalty, teamwork, and more, Bandai America’s toy line reigns once again as one of the top boys’ action brands – a feat it has done for the last 13 years.

For the first time in Power Rangers history, four varieties of 5” action figures will be available, including the Mystic Sound figures which speak multiple phrases, and Mystic Morph figures with three rotating faces. The 5” MorphMax Battlized figures are the first “interchangeable” figures in the lineup. With 8 separate connector joints for mixing and matching various accessories, kids can customize cool figures from the show or their imagination. The line extension is rounded out with the popular Megazords, Voice-Activated Mystic Lion Staff, Dragon Rootcore Command Center, Mystic Force Cycles, Mystic Force Trackers, Dragon Mobiles, Mystic Morphers and even more role-play toys.

“*Mystic Force* has continued the tradition of the Power Rangers’ evergreen brand popularity by topping the sales chart yet again,” said Matt Golding, director of marketing. “As one of the most successful boys’ properties of the past 13 years, the Power Rangers toy line is extremely impressive when you consider the competition in the category.”

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Power Rangers Mystic Force
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In the latest iteration of the Power Rangers' story, five brave young Sorcerers are called forth to take up the challenge and fight for the survival of the planet. Under the guidance of their wise mentor and the ancient Xenotome, the Book of the Unknown, these five teens will embark on mystical adventures, befriend magical dragons and battle dangerous beasts. The series airs 57 times per week on Toon Disney's Jetix action/adventure block and every Saturday morning on the ABC Television Network.

Power Rangers Mystic Force products can be found at all major retailers nationwide.

This fall's key items include:

- **5" Action Figures**, the most popular product category, offers a total of four assortments for the first time -- each with different features.
- **Vehicles**, from the three different styles of the Mystic Force Cycles to the all-terrain Mystic Force Trackers and Mystic Force Dragon Mobiles, vehicles remain key to the lineup.
- **Megazords**, the new Solar Streak Megazord, made up of six train cars, can be combined to form a Megazord or a train. Available as a retail exclusive, the Manticore Megazord features battery-operated movement, sword-spinning action and easy transformation with push of a button.
- **Playset**, the deluxe Dragon Rootcore Command Center, which has two modes – Dragon Tower and Train – and totally awesome features such as missile firing, cycle launcher, zip line, ejector seat, trap jaw, and more.
- **Role-Play**, featuring an expanded lineup that includes the new Mystic Morphers, which lets kids become their favorite Power Rangers hero. Also, the 2' tall Voice-Activated Mystic Lion Staff features a lion and phoenix motif taken directly from the show and offers two cool play modes: Wand and Blaster Mode. In Blaster Mode, the staff transforms into a weapon with a voice-activated soft foam disk shooter.

Bandai America is also giving kids new ways to experience the excitement of the Power Rangers at "GetPowerized.com," the official online destination of the toy line. Recently added to the website is a Family Activity Page with fun, do-it-yourself projects for parents and their children. The first entry will be Construct & Create Your Own Megazord using commonly found items in the home. Since January 2006, over 600,000 visitors have logged onto the site, making it the top online destination for kids to interact with the brand.

In addition, fans of all ages can soon meet the Power Rangers in person as the Mystic Force team makes exclusive appearances throughout the U.S. this fall. During the *Get Powerized Tour*, kids can play Power Rangers-themed activities, watch videos of recent episodes, and get a picture with their favorite heroes. Information and a schedule events will be available on GetPowerized.com and Bandai.com.

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Power Rangers Mystic Force
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About Power Rangers

Over the past thirteen years, the Power Rangers have been on Earth, in space, on the moon, under water, traveling through time, in the jungle and anywhere evil lurks. They've battled Rita Repulsa, Divatox, Master Org, Dark Spector, Toxica, Jindrax and many more evil-doers – villains who have been shrunk to miniatures, tossed in jail, reduced to ooze or banished. Over time, the brand has maintained its themes of teamwork, honesty, loyalty, courage, family, friends and above all, the victory of good over evil. With a far greater reach than any other kids' TV franchise, *Power Rangers* is currently seen in 25 timeslots each week, mornings and evenings during the Jetix action/adventure block on ABC Family and Toon Disney, and on the ABC Television Network every Saturday morning. The brand has established its ubiquity by introducing such words as “Zord,” “Megazord” and “Morpher” into the modern lexicon.

About Bandai America Incorporated

A leader in introducing Japanese toy trends to the United States, Bandai America Incorporated is a subsidiary of NAMCO BANDAI Holdings (USA) Inc., a newly formed joint entity that resulted from the integration of Namco Ltd. and Bandai Co. Ltd. of Japan. Global interests now encompass five strategic business units: toys and hobby (toys, models, apparel and sundries), amusement facilities, game content (home and arcade console gaming), mobile content, and visual and music content (including home entertainment). Bandai America is the manufacturer and master toy licensee of some of the most popular brands in children's toys and entertainment today, including Power Rangers, Tamagotchi and Ben 10. The company is headquartered in Cypress, California and information is available at www.Bandai.com.

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