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### **Grown-Ups and Kids Alike Can't Get Enough of Japanese Trend-Inspired "Mugen Trends" Novelty Line From Bandai America**

*Already A Global Phenomenon, These Irresistible "Not Just For Kids" Toy Trends  
From Japan Captivate Consumers of All Ages*

**(NEW YORK, NY – February 15, 2009)** – Leveraging a deep legacy of bringing Japanese toy properties like Power Rangers and Tamagotchi to the United States, Bandai America has launched Mugen Trends – a burgeoning new category of innovative and quirky novelty toys from Japan. Adding to the worldwide craze of Mugen Pop Pop, Mugen (which translated means "infinite") Trends is a line-up of hot Japanese trend-inspired handheld toys that is sure to captivate kids and grown-ups alike. Already a global phenomenon, the surprisingly addictive nature of Mugen Trends will satisfy everyone's craving for endless amusement!

"Bandai America's rich Japanese heritage gives us the opportunity to keep our finger on the pulse of the most unexpectedly addicting international pop culture trends," said Danielle Armbrust, director of marketing, Bandai America Inc. "Mugen Trends appeals to a wide audience kids of all ages because in today's busy, on-the-go society, consumers are looking for something to help them quickly relax with a stolen moment of amusement."

The new Mugen Trends Fall lineup features products ranging from \$5.99 to \$7.99 and can be found at major retailers nationwide this August. The lineup includes:



**:05 Stadium:** Competing with friends has never been this addictive! :05 Stadium looks like an ordinary stopwatch but it is your inner sense of time that tells you when to stop it. The goal of the handheld game is to stop the watch right at the five-second mark. To start, press the button for the screen to go blank and then wait five seconds before stopping the watch. Fun, humorous and irreverent comments egg you on depending on how well or poorly you do. Betcha' can't stop right at five seconds!

## **Bandai America Introduces Mugen Trends Toy Line**

### **2-2-2-2**

**Mugen Pop Pop:** Originally launched in Japan as Mugen Puchi Puchi, which translates to “infinite bubble popping,” the highly-addictive Mugen Pop Pop has been rapidly gaining popularity in the States since the Fall. It’s perfect for everyone who loves to pop plastic bubble packaging or wants to pop their stress away.

Delivering a tremendously satisfying plastic bubble popping experience, users pop one of the eight authentic-feeling bubbles on this irresistible little keychain device. For added enjoyment, Mugen Pop Pop plays zany sounds at random – like a dog bark, door chime, horn honk and more!

### **About Bandai America Inc.**

A leader in introducing Japanese toy trends to the United States, 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 six strategic business units: toys and hobby (toys, models, apparel and sundries), amusement facilities, game content (home and arcade console gaming), network (mobile phone and PC content), visual and music content (including home entertainment), and an affiliated business group. 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™, Ben 10™, DragonBall Z® and Tamagotchi®. The company is headquartered in Cypress, California and information is available at [www.Bandai.com](http://www.Bandai.com).

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