

NEWS RELEASE

December 16<sup>th</sup>, 2008  
TMS Entertainment, Ltd.

**Production is slated to begin for the 2nd series of the  
worldwide smash hit animated series “BAKUGAN”  
Scheduled to start broadcasting in North America in the Spring of 2009**

TMS Entertainment, Ltd. (Headquarters: Shinjuku, Tokyo; President: Hideki Okamura) and SEGA TOYS Co., Ltd. (Headquarters: Taito, Tokyo; President & CEO: Isao Kokubun) have mutually agreed to produce an additional estimated 26 episodes of the animated television series tentatively called “Bakugan, Battle Brawlers: New Vestroia” which will be based on the original action card-game series “Bakugan, Battle Brawlers.”

“Bakugan, Battle Brawlers,” the TV animated series, is currently a global sensation broadcasting on the Cartoon Network in the U.S., Teletoon in Canada, and several additional major broadcasters worldwide. The new series is scheduled to commence in the Spring of 2009 in North America. Dan, Marucho, Drago, and all the other familiar casts of Bakugan will return to join forces with new friends and battle the enemies to rescue captured Bakugan and restore peace and freedom on the Planet Bakugan.

Starting from the initial broadcast of the 1st series, “Bakugan, Battle Brawlers,” in Japan on the TV Tokyo affiliated stations on April of 2007, its broadcasting and merchandising has been successfully developed, marketed and sold on a global basis. “Bakugan” has truly become a worldwide phenomenon!!



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With the decision to move forward on the new animated series production of “Bakugan,” we expect that “Bakugan” will continue to increase its massive popularity around the world. The announcement regarding a broadcaster in Japan will be made shortly.

※The “Bakugan” TV animated new series, “Bakugan, Battle Brawlers: New Vestroia” is being co-developed by TMS Entertainment, Ltd., SEGA TOYS Co., Ltd., Spin Master Ltd. (Canada), and Nelvana Enterprises (A subsidiary of Corus Entertainment, Inc. in Canada). Animation is to be produced by TMS Entertainment, Ltd. and SEGA TOYS Co., Ltd. TMS Entertainment, Ltd. and SEGA TOYS Co., Ltd. will also partner up for toy development in the Asian region, and TMS Entertainment, Ltd. will be responsible for the program sales, video, and licensing and merchandising rights. Other territories will be represented by Spin Master Ltd. (Canada) and Nelvana Enterprises.

“Bakugan” Official Site: <http://www.bakugan.com/>

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