



PRESS RELEASE

株式会社バンダイ

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**Bandai to Fully Enter the 12-Inch Action Figure Market Eyeing Global Expansion
Bandai to Take First Steps by Developing TIGER & BUNNY
and Star Wars Characters into Action Figures**

“12 (Twelve) Perfect Model” Series

**Action Figures to Be Successively Launched Worldwide from December 2012
Public Prototype Viewing Event Planned for September 1-2, 2012 (Sat-Sun) in Japan**

Bandai Co., Ltd. (President & CEO: Kazunori Ueno, Headquarters: Taito-ku, Tokyo) has announced that it will successively launch the **“12 Perfect Model” (abbreviation: 12” PM) series of action figures worldwide from December 2012**. The series will consist of 12-inch (approx. 30 cm) figures developed based on animation and film characters. The 12-inch size is the global standard for action figures.

In the Japanese action figure market, action figures standing 12-16 cm tall are the mainstream product. However, overseas, particularly in the U.S. and Europe, a size of 12 inches (approx. 30 cm) is considered to be the global standard, with action figures of this size having proven highly popular. Accordingly, Bandai intends to launch the new 12” PM series of action figures over the same time period in multiple countries worldwide, with the view to enhancing its competitiveness in the global action figure market. At the same time, Bandai will promote the appeal of 12-inch tall action figures in its home market in Japan.

The first model in the series will be 12” PM Wild Tiger (Launch: December 2012; JPY 26,250, including tax), an action figure based on the main protagonist of TIGER & BUNNY, a Japanese animation series that has been well received in various countries around the world. This model will be followed up by 12” PM C-3PO (Launch: February 2013; JPY 33,600, including tax), an action figure based on C-3PO, a droid character from the globally popular Star Wars film. Thereafter, Bandai will continue to commercialize action figures based on a variety of characters.

The key target market is males in their 20s and 30s. Bandai plans to sell the figures in model shops, toy stores, and model and toy departments of electronics and mass retail outlets. The action figures will also be sold through Internet sales and other channels. Bandai is targeting global sales of 20,000 units for the series as a whole by March 31, 2013.

To commemorate the launch of the new series, Bandai plans to host a public prototype viewing event on September 1-2, 2012 (Sat-Sun) at HARAJUKU QUEST HALL. (See page 3 for details.)

Left: 12” PM Wild Tiger
(Launch: December 2012; JPY 26,250, including tax)
©SUNRISE/T&B PARTNERS, MBS
©SUNRISE/T&B MOVIE PARTNERS

Right: 12” PM C-3PO
(Launch: February 2013; JPY 33,600, including tax)
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Bandai to Commercialize a Steady Stream of Action Figures Based on Popular Characters Worldwide

Product name: 12 PM™ Wild Tiger (Launch: December 2012; JPY 26,250, including tax)

Stands 12 inches tall, featuring an expansive range of movement and light-effect apparatus—Revisit all manner of memorable scenes with thrilling action poses



▲ (Size Comparison)
Back: 12-inch 12™ PM Wild Tiger;
Front: 14-cm S.H. Figuarts Wild
Tiger (Price JPY 4,725; on sale)

TIGER & BUNNY is a Japanese animation series that has become a resounding success in Japan following its first airing in 2011. It has also created a buzz overseas. Bandai has developed an action figure product based on Wild Tiger, the main protagonist of TIGER & BUNNY. The figure has been fitted with about 20 LEDs from head to toe, allowing users to create the same thrilling action poses as those featured in the animated TIGER & BUNNY film.



▲The figure's larger size has enabled it to be fitted with numerous LEDs and batteries. Users can enjoy the same light effects as those seen in the animation series together with thrilling action poses.

During the same period as the launch of 12™ PM Wild Tiger, Bandai will begin accepting advance orders for 12™ PM Kotetsu T. Kaburagi (orders will be accepted from September 1, 2012; JPY 18,900, including tax), a 12-inch action figure of Kotetsu T. Kaburagi, the main character of TIGER & BUNNY. These orders will be accepted at the Tamashii Web Shop (<http://p-bandai.jp/tamashiwebshouten/>) in Premium Bandai, Bandai's official shopping site with product delivery planned for around March 2013.

Product name: 12™ PM C-3PO (Launch: February 2013; JPY 33,600, including tax)

Standing 12-inches tall with a full-bodied design through Chogokin®, or die cast super alloy material—the ultimate collector's item offering outstanding authenticity



▲ The figure's Chogokin® specifications provides a solid, full-bodied design that can be appreciated when held in the hand.

Bandai has developed an action figure product based on the C-3PO droid in Star Wars, a popular film series worldwide. The figure is based on the C-3PO version that appears in the first Star Wars film, *Star Wars Episode IV: A New Hope*. It is made of Chogokin®, or die cast super alloy material, to produce a full-bodied metallic design.

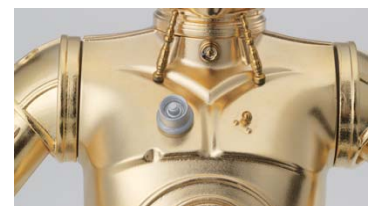
The theme for this figure was to develop “the world's most precise C-3PO figure.” To create a precise reproduction, Bandai thoroughly studied the features of C-3PO in the Star Wars film down to the finest detail, from C-3PO's horizontally asymmetric body details to indentations and distortions, as well as the light effects of its eyes.



▲The elbow cylinder expands and contracts with elbow movement.



▲Each cord running along the mid-torso section is a separate part.



▲ As in the film, the droid control bolt, a part that is used to control C-3PO, is detachable.

Bandai to Hold a Public Viewing Event for the 12 Perfect Model Series (From September 1-2)

To mark the launch of this series, Bandai will host a public viewing of the prototype figures for these products at the “Tamashii Features VOL. 4 Perfect 12 inch Figure Act 2 Harajuku” event to be held on September 1-2 (Sat, Sun) at HARAJUKU QUEST HALL, Japan. At the venue, besides exhibiting 12” PM Wild Tiger and 12” PM C-3PO as a matter of course, Bandai will also display prototype figures of various other characters (product launch not determined) for reference. This event will allow visitors to enjoy Bandai’s worldview of action figures expressed through 12-inch size figures.

<Event Details>

Name of Event	“Tamashii Features VOL. 4 Perfect 12 inch Figure Act 2 Harajuku”
Time and Date	September 1, 2012 (Sat) 10:00-20:00 September 2, 2012 (Sun) 10:00-19:00 * Final admission for both days is 30 minutes <u>before closing</u> .
Location	HARAJUKU QUEST HALL (Shibuya-ku, Tokyo, Japan)
Contents of Exhibit	Exhibit of prototypes for 12” PM Wild Tiger and 12” PM C-3PO, which are planned for launch as products. Exhibit of other character figures (12 inch) for reference.

Product Overview

Product Name: 12” PM Wild Tiger

Release Date: December 2012

Price: JPY 26,250, including tax

Size: Full height approx. 300 mm

Materials: ABS, PVC, Die Cast, etc.

Set contains: 12” PM Wild Tiger figurine, various interchangeable wrist parts, various interchangeable head parts, armor parts (Wild Shoot), and special-purpose display stand

Batteries: LR41 x 16 (included)

Product Name: 12” PM C-3PO

Release Date: February 2013

Price: JPY 33,600 including tax

Size: Full height approx. 300 mm

Materials: Die Cast, ABS, etc.

Set contains: 12” PM C-3PO figurine, various interchangeable wrist parts, Comlink, droid control bolt, and special-purpose display stand

Batteries: LR44 x 2 (included)

*This product is a collaboration product of Sideshow Collectibles and Tamashii Nations.

Product information in this document is as of August 23, 2012.

Tamashii Web: <http://tamashii.jp/>

Bandai Co., Ltd. website: <http://www.bandai.co.jp/e/>