



PRESS RELEASE

Panini S.p.A

Bandai Co.,Ltd.
February 4, 2013

Fans of the Online Card Game “Owners League” that sold over 100 million cards, get ready for a global soccer sensation!

Panini Football League

Sales begin February 22, 2013

Build your own club team on your computer or smart phone, and face off against rival teams in this exciting new card game!

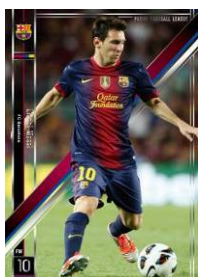
Open beta version available February 12th. Preregistration through February 10th!

February 22, 2013: Bandai Co., Ltd (President & CEO: Kazunori Ueno, Headquarters: Taito-ku, Tokyo), in collaboration with the world leader in soccer trading cards Panini S.p.A. (Headquarters: Modena, Italy) will release the first installment of a new collaborative project: the Panini Football League, an online card game that fuses cards with the Internet-based gaming. The first release is called the Panini Football League 01[PFL01] (set of 3 cards: JPY 315, tax included). The cards are being developed by Panini S.p.A, while Bandai handles game development and sales in Japan. Targeted primarily at male soccer fans in their twenties and thirties, the cards will be sold throughout Japan at convenience stores, toy stores, card stores, toy departments at volume retailers and electronics volume retailers, and internet shopping sites.

The Panini Football League is a soccer card game that can be played by registering the serial codes printed on the back of cards at the official website (<http://paninifootballleague.com/>). The site can be accessed from a computer or smart phone. Use cards to create your own team of professional soccer players from 16 of the world’s top clubs, and compete online with rival teams throughout Japan. With opportunities to participate in division leagues and realistic games simulated on the basis of actual player data, you’ll experience the excitement of a global professional soccer league.

In an open beta version of the game that launches on February 12th, players can enjoy the game for free using rental cards. Users who preregister before February 10th at the teaser site will receive a premium STAR Card* as a special gift when the service launches.

* The rare premium STAR Card is a rental card that can be used only in the game.



Panini Football League 01[PFL01] (Set of 3 cards: JPY 315, tax included)

Photos, left to right: package/front of card/back of card/game screen

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Product Overview

- Product name: Panini Football League 01[PFL01]
- Manufacturer's recommended price: Booster Pack, set of 3 cards, JPY 315 Yen (tax included)
Vending Machine Booster, set of 2 cards, JPY 200 Yen (tax included)
- Release date: February 22, 2013
- Number of card types (First release): 191 types
- Sales outlets: Convenience stores, toy stores, card stores, volume retailers, toy departments of electronics volume retailers, and internet shopping sites throughout Japan
- Card size: 86mm(H)×59mm(W)
- Additional information: Serial code printed on each card
- Product and screen images in this press release are still under development
- This information is current as of February 4, 2013

Panini Football League Official Website: <http://paninifootballleague.com/>

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