

June 12, 2014

Product name revised as of June 17, 2014

The 40th Anniversary of *Chogokin*® meets the 80th Anniversary of Fujiko F Fujio

Fujiko F Fujio Characters Form an Amazing Transformable Robot!

Chogokin Chou Gattai SF Robot Fujiko F Fujio Characters

to be released on November 29, 2014

Bandai Co., Ltd. (President & CEO: Kazunori Ueno, Headquarters: Taito-ku, Tokyo) will release ***Chogokin Chou Gattai SF Robot Fujiko F Fujio Characters*** (retail price: ¥14,904 including 8% tax, ¥13,800 before tax), a shape-shifting robot made up of Fujiko F Fujio characters. The robot will be released on Saturday, November 29, 2014, in commemoration of the 40th anniversary of *Chogokin*, the flagship product brand from Bandai, and the 80th anniversary of the birth of Fujiko F Fujio, one of Japan's greatest manga artists. Sales will be launched in Japan and then be sold in 14 other countries. The key target market is primarily *Chogokin* and Fujiko F Fujio fans of both genders, aged 15 and older. The product will be available for sale mainly at hobby stores, toy stores, the hobby and toy departments of electronics stores and mass retail outlets, and online stores.

The robot is made up of six smaller robots based on characters created by Fujiko F Fujio: Doraemon, Dorami, Perman, Korosuke, Chinpui and Gonsuke. Completing the set are three mecha derived from items Fujiko F Fujio loved deeply: the Beret, the Dip Pen and the Time Machine. Each of the robots and mecha are movable and transformable, and join to form a single, giant robot (full height approx. 220 mm). This commemorative robot has the transforming and joining capabilities that *Chogokin* fans will adore. Various characters from Fujiko F Fujio manga are secretly printed in each robot and mecha for fans to enjoy finding them while transforming.

Bandai has produced an original, 3-minute promotional video description of the robot. You'll be able to see the video from Thursday, June 12, in stores or on Bandai's dedicated website at http://tamashii.jp/special/sf_robot/



Chogokin Chou Gattai SF Robot Fujiko F Fujio Characters

On sale from Saturday, November 29, 2014 (Retail price ¥14,904 including 8% tax, ¥13,800 before tax)

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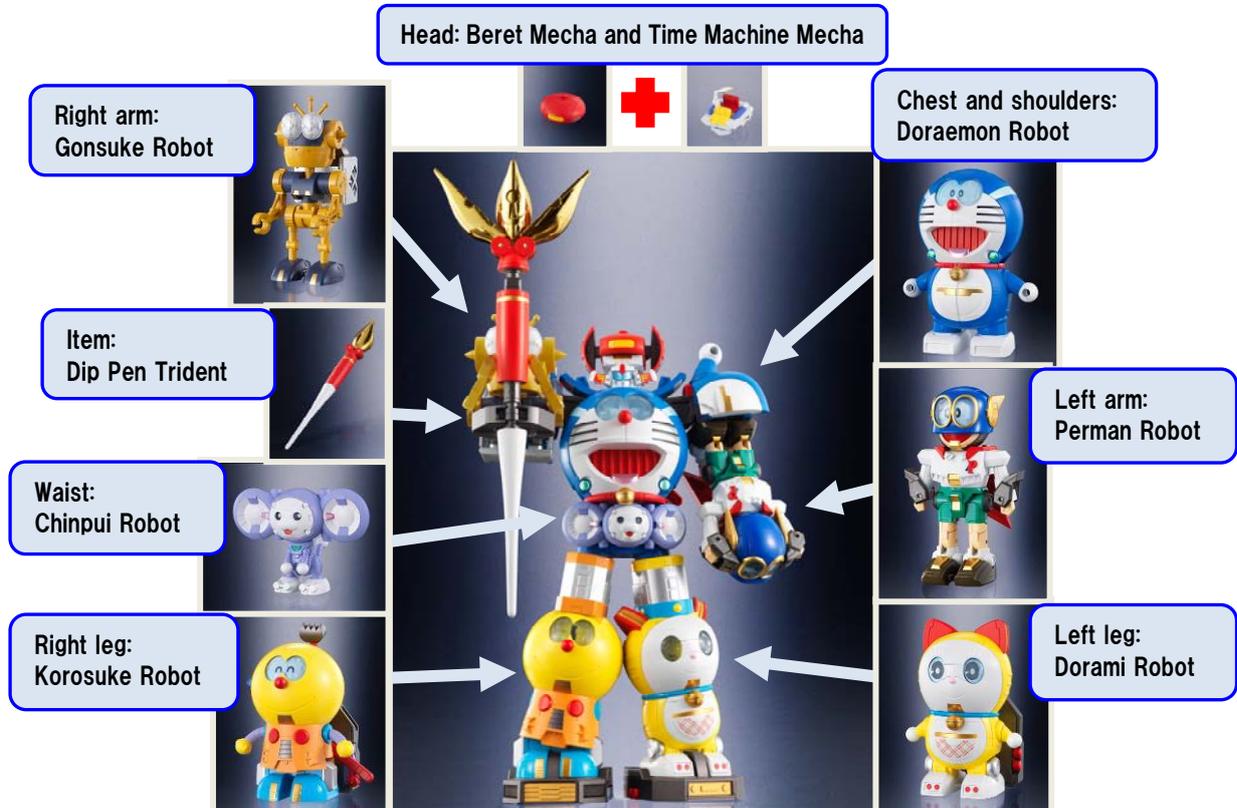
【About the *Chogokin* series】

Chogokin (a registered trademark of Bandai) was a series of toys launched in 1974. The toys embodied the spirit of various robots and heroes in the form of die cast (zinc alloy) products. The first series of the toys was based on the anime program *Mazinger Z* and released as *Chogokin Mazinger Z* because of its "made from *Chogokin* ("super alloy")" concept. The figure sold 500,000 units in the first fiscal year of its release, and has since gone on to be commercialized with a variety of characters. To date, about 500 different varieties of the *Chogokin* series have been released commercially.



■ Six of Fujiko F Fujio's "Sukoshi Fushigi (a bit mysterious)" characters join to form an amazing robot!

Six robots (with full heights ranging from approx. 40 mm to approx. 110 mm) based on much-loved characters and three mecha form a set. Limbs on each of the robots and mecha are movable, and transforming and joining them together forms a single giant robot (full height approx. 220 mm).



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【Product Overview】

Product Name	<i>Chogokin Chou Gattai SF Robot Fujiko F Fujio Characters</i>		
Suggested Retail Price	¥14,904 including 8% tax, ¥13,800 before tax	Release Date	Saturday, November 29, 2014
Targeted Age	15 and older	Batteries	No batteries required
Size	Robot when assembled: Full height approx.220 mm	Materials	ABS, PVC, Die cast metal, etc.
Set Contains	Doraemon Robot (approx. 110 mm), Dorami Robot (approx. 80 mm), Perman Robot (approx. 90 mm), Korosuke Robot (approx. 30 mm), Chinpui Robot (approx. 40 mm), Gonsuke Robot (approx. 100 mm), Time Machine Mecha (approx. 30 mm), Beret Mecha (approx. 30 mm) and Dip Pen Trident (approx. 160 mm)		
Available for Sale	Mainly at hobby shops, toy stores, the hobby and toy departments of electronics stores and mass retail outlets, and online stores. (Reservations will be accepted from June 12)		

【Collector's Toy Business】

Bandai set up the Collector's Toy Department in 2008 with the intent of expanding the market for product lineups exclusively targeting adults. Under the unified product brand TAMASHII NATIONS, the Department is expanding its fan base with a rich and high-quality product lineup centered on figures and robots including the *Chogokin* series, as well as developing business for overseas.



Especially created website for *Chogokin Chou Gattai SF Robot Fujiko F Fujio Characters*:

http://tamashii.jp/special/sf_robot/

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

Note: Information contained in this media release is current as of June 17, 2014.