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BANDAI AMERICA OFFERS EXCLUSIVE EBAY AUCTION OF NEW TAMAGOTCHI CONNECTION VERSION 2 “VIRTUAL PETS” PRIOR TO RETAIL DEBUT IN STORES

Bandai America to Donate All Proceeds to the Elizabeth Glaser Pediatric AIDS Foundation; Tamagotchis Autographed by Major Celebrities in Movies, TV, Music & Sports

What: As the world’s first virtual pet, Bandai America Inc.’s Tamagotchi Connection (Version 1) returned to store shelves as one of the hottest toys of 2004 and 2005. Kids loved caring for their virtual pet and connecting with their friends’ Tamagotchis through infrared technology. As the demand for the new Tamagotchi Connection Version 2 continues to build prior to its retail debut in July, Bandai is hosting an exclusive auction on eBay, The World’s Online Marketplace®, benefiting the Elizabeth Glaser Pediatric AIDS Foundation. The Tamagotchis to be auctioned off will be autographed by major celebrities from film, TV, music and sports, and will feature a unique name picked out by the celebrity should they have owned their own virtual pet.

Auction Items:

- **Tamagotchis autographed by celebrities such as Rachel Bilson, Jamie Lynn Spears, Seth Green and Dominic Monaghan (attendance expected) at the Elizabeth Glaser Pediatric AIDS Foundation’s 2005 Target A Time for Heroes Celebrity Carnival on June 12th**
- **Other Tamagotchi Connection merchandise signed by celebrities**

When: The 10-day auction will begin on Thursday, June 16, 2005. For more information and to bid on the items, please visit <http://www.ebay.com/tamagotchi>

About Tamagotchi Connection Version 2:

The new Tamagotchi Connection offers even more interactivity and special features. Owners can now earn “Gotchi” points which allows them to shop for special treats, items and food. Gotchi points are earned by playing games or obtaining special awards points. Tamagotchi Connection Version 2 also features five secret codes that can be unlocked by pushing a sequence of buttons so players can purchase unique items not found anywhere else. After collecting all five codes, a sixth unique item can be collected. The latest Tamagotchi Connection includes new characters, games and colors, including transparent pink with stars, milky white with hearts, milky blue with polka dots, cobalt blue, camouflage, butterflies, blue flower leis and more.

About The Elizabeth Glaser Pediatric AIDS Foundation:

The Elizabeth Glaser Pediatric AIDS Foundation is the worldwide leader in the fight against pediatric AIDS and other serious and life-threatening illnesses affecting children. The Foundation’s innovative research programs, collaborative training initiatives, advocacy efforts, and rapidly expanding international programs are bringing dramatic changes to the lives of children worldwide. To learn more, please visit the Foundation’s Web site at www.pedaids.org.

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