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Tamagotchi Connection Version 2 Ready for Release in the United States

*America's Favorite Virtual Pet Emerges as One of the Must-Have Toys of 2004 and 2005;
"V.2" Features New Gotchi Points and Shopping*

CYPRESS, Calif., June 16, 2005 – After sell-out performances at retail over the past year, Bandai America Incorporated announced that it is ready to release **Tamagotchi Connection Version 2 (V.2)**. Version 2, which offers more bonus features and increased interactivity, will begin hitting store shelves in mid-June – with fun and exciting new designs and colors coming in July.

The egg-shaped toy simulates the life cycle of a real pet, letting kids experience the fun and responsibility of feeding, tending to and caring for their virtual pet. With Tamagotchi Connection Version 2, kids can earn "Gotchi" points to shop for special items and food – and by unlocking new secret codes, they can shop 'til they drop for even more fun treats. And, with even more new designs, colors and characters to choose from, Tamagotchi fans will be able to find the Tamagotchi that matches their personal style. New design collections include Tropical Fun, Camouflage, Makeup Fun, Sweet Candy and Spring Time.

The re-launch of Tamagotchi Connection in August 2004 spurred a re-birth of the virtual pet craze. After just five months on shelf, Tamagotchi Connection sold nearly one million units – emerging as the hottest toy of the holiday season. Swift sales of Tamagotchi Connection have created high demand for the product and increased consumer anticipation for the release of V.2.

"We know that fans, consumers and retailers have been anxiously awaiting the release of Tamagotchi Connection Version 2," said Bill Beebe, senior vice president, sales and marketing for Bandai America Incorporated. "With the sales successes of Tamagotchi Connection in 2004 and the first half of 2005, combined with the escalating interest in new features and interactivity, we know that Version 2 will continue as a must-have toy."

New to Version 2

The new "Gotchi" points system allows owners to earn points to shop for special treats, items and food. Gotchi points are earned by playing games or getting special item awards points. Owners can also choose to feed their Tamagotchi a "Meal," "Snack" or the newly introduced "Treat" feature. A "Treat" can be purchased with Gotchi points and can raise or lower a Tamagotchi's Happy meter. In addition, owners can now choose a treat to give to their Tamagotchi friends as a gift once they connect via the infrared technology.

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www.tamagotchi.com / www.tamagotchiconnection.com



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Also new to Tamagotchi Connection Version 2 are secret codes – unlocked by pushing a special sequence of buttons – letting the player open more shopping areas to purchase a unique item not available in normal play. After collecting five secret codes, the owner can collect a special sixth unique item. All five secret codes will be revealed to fans through special events, advertising and in packaging. Tamagotchi Connection Version 2 also includes four new games.

For fans wanting to purchase two Tamagotchis at once, Bandai America will also offer the new “True Friends” collection this July – a pack of two Tamagotchi Connection virtual pets together with matching designs. The True Friends collections allow best friends to show off their matching virtual pets, to have fun sharing and communicating, to play games with each other and even to buy special treats for their Tamagotchi friends.

Tamagotchi Connection Version 2 still features interactive technology that allows owners to “connect,” play games, give gifts and become friends with other Tamagotchi owners while storing a “friend list” of up to 50 friends. Once an adult, the Tamagotchi can connect with a compatible friend and create a second-generation Tamagotchi that the owner can care for and nurture into an adult to create more generations to come.

Suggested retail price is \$14.99 for Tamagotchi Connection Version 2. The True Friends collection suggested retail price is \$26.99.

About Bandai America Incorporated

Bandai America Incorporated is a subsidiary of Bandai Co. Ltd., the third largest toy company in the world, with 30 subsidiaries in 13 countries worldwide. Global interests include toys and children’s entertainment, video game software, multimedia, music, full-length feature films, vending machines, trading cards, candies and licensed apparel.

Bandai America Incorporated is the master toy licensee of some of the most popular properties and brands in children’s toys and entertainment, including the Power Rangers, D.I.C.E., Teen Titans, Strawberry Shortcake and Tamagotchi product lines. Bandai America is headquartered in Cypress, California and company information is available at www.Bandai.com.

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