

NEWS RELEASE

FOR IMMEDIATE RELEASE

February 23, 2009

**Worldwide Phenomenon “BAKUGAN, Battle Brawlers,”
Receives 2009 “Toy of The Year Award” in the U.S.!**

TMS ENTERTAINMENT, Ltd. announces that, SEGA TOYS Co., Ltd., together with Canada’s major toy maker SPIN MASTER, Ltd. have won the coveted “2009 Toy of The Year Award” in the U.S. for the toy products based on the popular animation title “BAKUGAN, Battle Brawlers” which they have all jointly developed.

“Toy of The Year” is what “The Toy Industry Association, Inc.” (TIA) selects each year, and it is the most prestigious award in the U.S. toy industry. This year, “BAKUGAN” practically swept the awards ceremony having garnered three major awards including “Best Toy of The Year” award, along with “Boy Toy of The Year” and “Property of The Year.”

“BAKUGAN” is a new, sensational boys action card game that is played with both spherical action figures that “instantly transforms” into different characters, and cards. Due to the overwhelming success and popularity of the first animated series, we are now moving forward to produce the second series, and to further strengthen the global development of the characters. SEGA TOYS and SPIN MASTER will be working jointly on character development, and TMS, along with Canada’s major multimedia company “Corus Entertainment, Inc. are forming a production committee to work on further developing the TV animation content so that it corresponds directly with the toys.

Since its U.S. debut in February of 2008 on the Cartoon Network, it has taken the country and world by storm with its toys and related items being continuously sold out at various retail outlets. In addition to having won the “Best Toy of The Year” award and with the second TV animation series premiering this Spring on Cartoon Network, with new innovative merchandise scheduled to go on sale, we expect “BAKUGAN” to become even bigger and better, and continue its global domination as the number 1 kids show and toy product.

「BAKUGAN」 Official Site : <http://www.bakugan.com/>

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