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Contacts: Jason Avila/ Stephanie Holbrook  
The Rogers Group  
(310) 552-4156 / 552-4176  
[javila@rogerspr.com](mailto:javila@rogerspr.com) / [sholbrook@rogerspr.com](mailto:sholbrook@rogerspr.com)



**Bandai America Launches “Power Rangers Days” and  
“Feel the Fury” Sweepstakes**

*Events, Promotion and Sweepstakes Gives Kids Sneak Peeks at Exciting Power  
Rangers Content and a Chance to “Feel the Fury”*

**(Cypress, CA – October 30, 2008)** – Kids are rushing to Bandai America’s “Power Ranger Days” and “Feel the Fury” sweepstakes launch event! On November 1<sup>st</sup> and 2<sup>nd</sup> at Disney Store in Chicago, Illinois on North Michigan Avenue from 11:00am to 2:30pm, the “Power Rangers Days” in-store promotion gives kids an opportunity to enter the sweepstakes for a chance to win amazing prizes, and receive a free Jungle Fury Comic Book or Power Rangers Fun Pack, which includes a Jungle Fury Coupon Scratcher, Jungle Fury Wish List and Power Rangers Temporary Tattoo (while supplies last).

While at the Disney Store, kids and parents will also have an opportunity to enter the “Feel the Fury” sweepstakes, where they can win one of three grand prizes, including:

- 1 Grand Prize Winner to receive a 2 minute toy aisle shopping spree at retail worth \$1,000
- 2 Winners to a 2 minute toy aisle shopping spree at retail worth \$250
- 10 Winners will each receive a Power Rangers Jungle Fury Mega Mission Helmet signed by the Red Ranger

Kids can also enter the “Feel the Fury” sweepstakes at [www.bandai.com/PowerRangers](http://www.bandai.com/PowerRangers). All entries must be received by December 12, 2008.

## **Bandai Launches “Power Rangers Days” and “Feel the Fury” Sweepstakes 2-2-2-2**

“After 16 years, kids still love to play Power Rangers by watching the TV show, interacting with their toys and even acting out the adventures on the playground,” said Danielle Armbrust, senior manager marketing, Bandai America. “We’re especially excited about this promotion because “Power Rangers Days” and the “Feel the Fury” sweepstakes gives kids a chance to live out their dream of becoming one of the Power Rangers.”

Starting October 31, the fun of “Power Rangers Days” continues at select movie theaters in Boston, MA; Brownsville, TX; Chicago, IL; El Paso, TX; Fort Smith, AK; Honolulu, HI; Los Angeles, CA; Miami, FL; Minneapolis, MN; New York, NY; Philadelphia, PA; San Antonio, TX; and San Diego, CA. With the purchase of a child’s movie ticket for G or PG movies, kids can pick up a “Power Rangers Fun Pack” that includes a Power Rangers Temporary Tattoo, Jungle Fury Wish List and Jungle Fury Scratcher, with information on the sweepstakes (while supplies last).

For more information about the “Feel the Fury” promotion, visit [www.bandai.com/PowerRangers/FeelTheFury](http://www.bandai.com/PowerRangers/FeelTheFury).

### **About Power Rangers**

Over the past sixteen years, the Power Rangers have been on Earth, in space, on the moon, under water, traveling through time, in the jungle and anywhere evil lurks. They’ve battled Rita Repulsa, Divatox, Master Org, Dark Spector, Toxica, Jindrax and many more evil-doers – villains who have been shrunk to miniatures, tossed in jail, reduced to ooze or banished. Over time, the brand has maintained its themes of teamwork, honesty, loyalty, courage, family, friends and above all, the victory of good over evil. For more information, please visit the Power Rangers Supersite at [www.PowerRangers.com](http://www.PowerRangers.com).

### **About Bandai America Incorporated**

A leader in introducing Japanese toy trends to the United States, Bandai America Incorporated is a subsidiary of NAMCO BANDAI Holdings (USA) Inc., an entity that resulted from the integration of Namco Ltd. and Bandai Co. Ltd. of Japan. Global interests encompass six strategic business units: toys and hobby (toys, models, apparel and sundries), amusement facilities, game content (home and arcade console gaming), network (mobile phone and PC content), visual and music content (including home entertainment), and an affiliated business group. Bandai America is the manufacturer and master toy licensee of some of the most

popular brands in children's toys and entertainment today, including Power Rangers™, Ben 10™, DragonBall Z® and Tamagotchi®. The company is headquartered in Cypress, California and information is available at [www.Bandai.com](http://www.Bandai.com).

### **About Disney Store**

The Disney Store retail chain is owned and operated in the United States by Disney Store USA, LLC and in Canada by Disney Store Canada Inc. Disney Store is an affiliate of Disney Consumer Products, the business segment that extends the Disney brand to merchandise. Disney Store carries high-quality products, including exclusive product lines that support and promote Disney's key entertainment initiatives and characters. In 1987, Disney Store opened its first store in Glendale, California and, in doing so, originated the themed retail business model. There are currently more than 200 Disney Store locations in North America, each offering a magical shopping experience that can only be delivered by Disney, one of the world's largest and most successful entertainment companies.

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