

**BAN  
DAI**®



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2006

## ACCORDING TO LEGEND,

when the darkness arises, five brave young Sorcerers will be called forth to fight for the survival of the planet. Under the guidance of their wise mentor and the ancient Xenotome, the Book of the Unknown, five teens will embark on magical adventures, befriend mystical dragons, battle dangerous beasts and come face to face with evil itself when they become *Power Rangers Mystic Force*. For more than 13 years, Power Rangers has remained one of the top boys' toy brands in the U.S. as a result of its ability to reinvent itself year after year with dynamic themes that resonate with kids. The new season of this hit franchise debuted in February 2006 and currently airs 57 times a week on ABC Kids and the Jetix boys' action block on Toon Disney.

## ROLE PLAY

These electronic role-play toys let kids morph into their favorite Power Rangers hero. The **Mystic Morpher** and **Mystic Morpher (Fury Edition)** offer two modes – Cell Phone and Wand Mode. The cool keypad feature activates lights and sounds as seen on the show, with special key combinations unlocking even bigger sounds. The **Solar Cell** and **Fierce Dragon Morpher** also have a keypad with lights and sounds, as well as a removable attachment that can be added to the top of the toy for more role-play fun. **Release Date: August/ September | Age: 4+ | Suggested Retail Price: \$9.99**



This is the ultimate Power Rangers role-play toy of all time! The 2' tall **Voice-Activated Mystic Lion Staff** offers 2 cool play modes: Wand and Blaster Mode. In wand mode, kids can activate the battle lights and sounds with the press of a button. In blaster mode, there are more fun lights and sounds, as well as a cool voice activated soft foam disk shooter. **Release Date: August | Age: 4+ | Suggested Retail Price: \$29.99**







# MEGAZORDS

The **Titan Megazord** morphs into 3 modes for lots of play value. Titan mode features 5 separate super Zords that combine to form the 11" Megazord, which can then also transform into a dragon. The **Steedergon Fury Megazord** comes with 2 Zords and can morph into three modes: Megazord, Centaurus and Battle Mode. The **Solar Streak Megazord**, which figures into the second half of the series, comes with 6 separate train cars. Solar Streak can be combined to form a Megazord or configured into a train. All three come with an exclusive collectible Power Rangers poster! **Release Date: August | Age: 4+ | Suggested Retail Price: \$39.99**



*Steedergon Fury*



*Solar Streak*



*Titan*



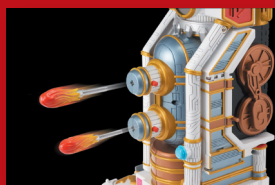
# PLAYSET



The **Dragon Rootcore Command Center** comes with a 5" figure, has two cool play modes – Dragon Tower and Train mode, and offers awe-

some play features like missile firing, cycle launcher, zip line and more. Attach your Power Rangers Mystic Force

Speeders (not included) to the special launcher to watch them race away from the Tower to fight evil. Tower mode also includes built-in defense mechanisms such as the Dragon's trap jaw and ejector seat. In train mode, the playset transforms into a moving vehicle that takes the Rangers to the next important mission. **Release Date: August | Age: 4+ | Suggested Retail Price: \$39.99**







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## Virtual Pets

Grab your passport and join the loveable Tamagotchi characters on a trip around the world with the new Tamagotchi Connection Version 3! Version 3 of the world's first and most popular "virtual pet" tech toy features a whole new interactive Web site called TamaTown.com. Explore the magical world that Mametchi, Memetchi, Kuchipatchi and all their friends live in online, while shopping for

treats, watching a movie in the theater, playing games in the arcade, eating in the food court, visiting with the Tamagotchi King and even meeting the parents of your pet. And don't forget to visit the travel agency for your ticket to world travel!

Through a unique exchange of passwords, kids can "connect" their Tamagotchi with TamaTown.com to engage in all the fun activities. And after visiting online, they can unlock special gifts and treats on their Tamagotchi by entering in the passwords that they receive from the Web site.

The latest Tamagotchi Connection includes 3 new games, 20 more characters and 24 new design styles – the most unveiled in one year! Styles include Jungle Camouflage, Oceanic Wave, Metallic Silver, Translucent Yellow, Green Snake, Translucent Black, Translucent Pink, Dark Grey Graffiti, Hearts n' Angels, Summer Night, Black Japan and Emerald Butterfly. **Release Date: February/April/August/October | Age: 8+ | Suggested Retail Price: \$14.99**





## "Gotchi Gear"

Decorate your Tamagotchi in style! These **Charms** feature a miniature version of Mametchi, Memetchi or Kuchipatchi, along with collectible items commonly found in the magical world of Tamagotchi Town. Each comes with three detachable charms that are connected together. For the ultimate fashion statement, simply attach them to backpacks, purses, cell phones, belt loops and even your Tamagotchi virtual pet! **Release Date:** September | **Age:** 6+ | **Suggested Retail Price:** \$4.99

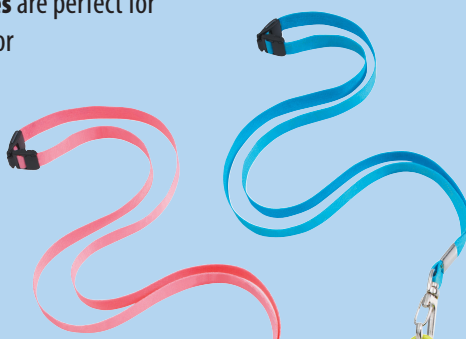


Can't get enough of your favorite Tamagotchi characters like Mametchi, Memetchi and Kuchipatchi? Now, kids can wear their virtual pet around their neck with the stylish and fun **Tamagotchi Lanyard** — or "Tama Leash!" Each features a colorful lanyard with a matching miniature character figurine. The following versions are available: Mametchi (grey lanyard), Memetchi (orange) and Kuchipatchi (navy), Ichigotchi (red), Violetchi (purple), Gozarutchi (black), new Mametchi (orange checkers), new Memetchi (purple) and new Kuchipatchi (camouflage). **Release Date:** March/August/October | **Age:** 6+ | **Suggested Retail Price:** \$5.99



These **Tamagotchi Character Pouches** are perfect for storing your Tamagotchi on your desk or bed. Featuring a 3.5" Mametchi, Memetchi and Kuchipatchi, the velcro pouch on the rear keeps your virtual pet snug. You can also attach the pouch to the included lanyard to wear around your neck.

This way, you're never too far from all the fun.  
**Release Date:** September | **Age:** 6+ | **Suggested Retail Price:** \$7.99



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# IT'S HERO TIME!

Based on the new original series from Cartoon Network, Ben 10™ stars Ben Tennyson: one part 10-year-old boy, 10 parts alien hero. After finding the "Omnitrix" in a meteorite, Ben discovers that he has the ability to morph into at least 10 different aliens – all while maintaining his 10-year old personality. Featuring action figure play unlike anything in the boys' category today, Bandai America's toy line brings this awesome show to life with a variety of one-of-a-kind action figures, vehicles, role-play and a playset.

## ACTION FIGURES

The **6" DNA Alien Heroes** have some of the most unique features of any action figure in the boys' aisle. Reminiscent of the alien DNA that fuses into Ben's body from the Omnitrix, these figures ooze DNA slime bubbles in their chest when you press the button on their back. In addition, Heatblast has a flaming red light-up head, Fourarms can punch with his four arms, and Diamondhead features a light-up head, an arm that shoots a missile and another arm filled with glow-in-the-dark slime. **Release Date: June/August | Age: 4+ | Suggested Retail Price: \$8.99**



Featuring three of the coolest characters from the show, these large scale **8" Metamorfigures** start off as aliens... but transform into something totally different: mini spy gear. Reconfigure his head, arms and legs, and Heatblast becomes a working flashlight. Greymatter the tiny saboteur, once completely transformed, turns into binoculars to spy on other aliens, and Ripjaws, the water creature, becomes a functioning squirt gun.

**Release Date: June/August | Age: 4+ | Suggested Retail Price: \$12.99**







# BEN 10

## ROLE PLAY

The realistic **Omnitrix F/X** allows kids to become their favorite hero Ben Tennyson and reenact all his fun alien adventures. This awesome role-play toy can be worn on your wrist and features red and green flashing lights, as well as transformation sound effects heard on the show. Images of each of the aliens are also featured on the face of the Omnitrix. But be careful, it just may transform you into one of them! **Release Date:** August | **Age:** 4+ | **Suggested Retail Price:** \$14.99



## PLAYSET

This playset is an exact replica of grandpa Max's RV, lovingly nicknamed the "Rust Bucket." But this isn't your everyday RV, as it transforms into a cool **Alien Laboratory** where kids can conduct their own experiments! The included supplies allow you to create your own alien figures with reusable clay and character molds. Add water to the beaker and drop in the Transforming Alien Rocks to see which 1" translucent character will appear after the DNA has oozed off. Exclusive animation disks, which feature 8 animation cels from the series of Ben transforming into an alien, can be viewed with the special microscope (3 additional Animation Disks and 2 Alien Rocks are included in-pack; other animation disks and Alien Rocks available in the toy line). **Release Date:** August | **Age:** 4+ | **Suggested Retail Price:** \$29.99



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