



Press Release

April 2006

## Tamagotchi Plus Series

### Worldwide sales break the 20 million unit

As of March 2006, the total number of worldwide sales for the “*Tamagotchi Plus Series*”, released in March 2004 by BANDAI CO., LTD. ( President & CEO: Kazunori Ueno; Head Office: Taito-ku, Tokyo ) broke the 20 million units mark. It is popular around the world, especially with elementary school age girls who can link up and play with their friends using the infrared communication function.

Domestically in Japan, over 8.6 million units have been sold; and overseas in 45 countries and regions, 11.8 million units have been sold. *Tamagotchi* is especially popular in Europe, where it was selected by the UK-based Toy Retailers Association as the “Toy of the Year 2005”.

The “*Cho Nenju Kaisai Card De O-en! Tamagotchi Cup*” will finally go live from the end of April in Japan, enabling play through connection of your *Tamagotchi* to this new “*Data Carddass*” - a machine which combines digital data and cards.

BANDAI will not just focus on the *Tamagotchi* product itself, but will continue to develop related products, and come up with enjoyable games and services based on the characters' individual worlds.

#### *Tamagotchi Plus Series*

The following 3 products have been released so far in the “*Tamagotchi Plus Series*”:

Version 1 Launched Mar. 2004     *Kaettekita! Tamagotchi Plus*     ( ¥2,079 )

Version 2 Launched Nov. 2004     *Shuku Ke-tai Kaitsu! Tamagotchi Plus*     ( ¥2,625 )

Version 3 Launched Nov. 2005     *Cho Jinsei Enjoy! Tamagotchi Plus*     ( ¥2,940 )

Connect and enjoy playing with other *Tamagotchi* through the infrared communication function. Version 2 can be linked to a mobile phone, and Version 3 to a computer website or a mobile phone.

\* *Tamagotchi Plus Series* planning and product development is performed jointly by BANDAI CO., LTD. and WiZ CO., LTD.

\* Prices include tax. Currently only “*Cho Jinsei Enjoy! Tamagotchi Plus*” is available in Japan.

Bandai Homepage : <http://www.bandai.co.jp/>

Net De Hakken! Tamagotchi Homepage (Japanese only) : <http://tamagotch.channel.or.jp/>

The Data Carddass Homepage (Japanese only) : <http://www.carddas.com/datacarddas/>