



# PRESS RELEASE

## BLUEFIN DETAILS EXHIBITS & RETAIL EXCLUSIVES FOR ANIME EXPO 2019 AND HOSTS AN EXPANSIVE GUNDAM BOOTH ON THE MAIN SHOW FLOOR

Leading Collectibles Distributor Marks 40<sup>th</sup> Anniversary Of Mobile Suit Gundam Series With An Interactive Booth, GUNPLA Workshops, Panels And A Wide Array Of Collectibles Available For Purchase



**Anaheim, CA, June 27<sup>th</sup> 2019** – BANDAI NAMCO Collectibles (BLUEfin), a BANDAI NAMCO Group company and the leading North American distributor of toys, collectibles, and hobby merchandise from Japan and Asia, details its exhibit plans and retail exclusives for Anime Expo 2019.

This year BLUEfin and other BANDAI NAMCO Group companies will showcase an interactive Gundam Booth. Located on the Main Show Hall, the “Gundam 40<sup>th</sup> Beyond” Booth (#2611), will be a key presence this year and will celebrate the 40<sup>th</sup> anniversary of the launch of the original Mobile Suit Gundam anime series. It will highlight upcoming and existing Gundam products from renowned BANDAI divisions including BANDAI SPIRITS Hobby (GUNPLA), Tamashii Nations (Action figures), Shokugan (Small toys), Gashapon (Capsule and small toys), BANDAI Apparel and BANDAI NAMCO Entertainment (Mobile game/ Console game).

A massive 9-foot-tall RX-78-2 Gundam statue will be stationed inside the Gundam Booth for photo opportunities. Other notable attractions include FREE giveaways of a Gundam Visor sponsored by GUNDAM.INFO and small Gundam Shokugan items, and also a workshop area where Anime Expo attendees can build a FREE Gundam Plastic Model kit (GUNPLA) and try out the new Gundam Marker Airbrush. Entries from the GUNPLA BUILDERS WORLD CUP (GBWC) will also be on display, with winner announcement at a separate panel on Saturday July 6<sup>th</sup> at 8:30pm (Room LP4 411) with famous modeler from BANDAI SPIRITS Hobby, Katsumi “Meijin” Kawaguchi. Also, it’s first time for us to display a prototype sample of new 1/100 GUNDAM BARBATOS model kit. Be sure to use #BluefinBrands when you post a pic on social media for a chance to win one of BLUEfin’s exclusive Anime Expo prizes.



A New 1/100 GUNDAM BARBATOS Model Kit

BLUEfin’s retail booth (#2411) will offer for purchase a wide variety of collectibles, including model kits, action figures and other products, from several of its flagship brands. For the first time in the U.S., an array of officially licensed Gundam apparel will also be showcased and available to purchase.

A special “Gundam 40<sup>th</sup> Anniversary panel” will be held by SUNRISE on July 5<sup>th</sup> where plans for Gundam’s future will be outlined to fans. Anime Expo attendees are invited to catch a pair of Mobile Suit Gundam anime features to be presented theatrically at Regal LA Live cinemas as part of Anime Expo’s first annual 4DX Film Festival. Fans can catch screenings of Gundam OO and Gundam NT in an impressive multi-sensory 4DX movie format and a Q&A session with the President and CEO of SUNRISE BEYOND INC., Masakazu Ogawa, and a novelist /scriptwriter

of GUNDAM series such as Mobile Suit Gundam UC and Mobile Suit Gundam NT, Harutoshi Fukui. SUNRISE / SUNRISE BEYOND is famous studio behind the Gundam anime series and films. For screening times and info, please visit: <https://www.anime-expo.org/2019/06/06/4dx-anime-expo-present-first-annual-4dx-anime-film-fest/>



Harutoshi Fukui



Masakazu Ogawa



Katsumi Kawaguchi

***Stop by the BLUEfin Booth #2411 to browse a comprehensive collection of products.***

### **BANDAI SPIRITS Hobby**

Browse a vivid and extensive collection of Gundam Plastic Model kit (GUNPLA) from BANDAI SPIRITS Hobby. Event Limited kits for this year's Anime Expo include:

- MG 1/100 Scale Nu Gundam (Ver. Ka) Mechanical Clear - \$75.00**
- MG 1/100 Scale Hi-Nu Gundam H.W.S. (Ver. Ka) Mechanical Clear - \$120.00**
- MG 1/100 Scale ZZ Gundam Ver. Ka (Clear Color) - \$70.00**
- MG 1/100 Scale GM Sniper II (Clear Color) - \$42.00**
- MG 1/100 Scale Tallgeese II (Special Coating) - \$80.00**
- RG 1/100 Scale Gundam Astray Gold Frame Amatsu (Gold Coating Exclusive) - \$60.00**
- HG 1/144 Scale Mobile Suit Gundam OO 1st Season MS Set (Clear Color) - \$68.00**
- HG 1/144 Scale Mobile Suit Gundam OO 2nd Season MS Set (Clear Color) - \$72.00**
- HG 1/144 Scale Gundam Astaroth Rinascimento (Iron-Blooded Coating) - \$35.00**
- HG 1/144 Scale Gundam Barbatos Lupus (Iron-Blooded Coating) - \$27.00**
- HG 1/144 Scale Gundam OO Diver (Dive into Dimension Clear) - \$15.00**
- HG 1/144 Scale Gundam Age Magnum (Dive into Dimension Clear) - \$20.00**
- Gundam Haropla Haro Basic Green (Clear Color) - \$8.00**
- Gundam Haropla Momoharo (Clear Color) - \$8.00**

Please visit: <https://www.bluefinbrands.com/anime-expo>

### **Tamashii Nations**

Take advantage of special deals on Tamashii Nations action figure releases.

## **BANDAI Shokugan**

Catch the newest release from Shokugan:

1. G Frame \$14.00

Combination of the Frame and Armor becomes fully articulated Gundam Figure.

Line up : Nu Gundam, Unicorn Gundam, and Sazaby

2. Micro Wars \$8.00

Diminutive articulated figures of pilot and Mobile Suit. Pilot can be placed inside the cockpit.

Line up : Gundam, Type 61 tank & 3 pilots, Char's Zaku, Zaku, and Magella Attack Tank & 3 pilots.

## **BANDAI Apparel**

Get original GUNDAM apparel !

1. GUNDAM 40th "BEYOND" T-shirts \$30.00

2. GUNDAM 40th "BEYOND" Towel \$15.00

3. GUNDAM 40th "BEYOND" CAP \$30.00

## **About GUNDAM.INFO**

GUNDAM.INFO is the official GUNDAM portal site. There is all information related to the Gundam series of anime, as well as Gundam product info such as Gundam Plastic Model kit (GUNPLA). Anime from the Gundam series will be available for a limited time as free streaming video.

<https://na.gundam.info/>

## **About BLUEfin**

BLUEfin is a leading master and channel distributor of Japanese toys, collectibles, novelty and hobby products. The company's extensive product line features a diverse and continually expanding catalog of high quality and popular collectibles from Asia. As a BANDAI NAMCO Group company, BLUEfin distributes products in the U.S. for BANDAI / BANDAI SPIRITS Tamashii Nations, Hobby and Shokugan. The company's array of brand offerings also includes products from Storm Collectibles, Mr. Hobby/GSI, SENTINEL and Flame Toys, for which the company is the North American exclusive distributor. BLUEfin is also the official North American consumer products and retail development partner for Studio Ghibli. Additional company information is available at: <https://bluefinbrands.com/>

<https://www.instagram.com/Bluefinbrands/>

<https://www.facebook.com/BluefinBrands/>

<https://twitter.com/BluefinBrands>

<https://www.youtube.com/channel/UClagOdyh-gLzT27x9p-o0nw>

