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PRESS RELEASE

May 21, 2018

THE DRAGON BALL NORTH AMERICA TOUR 2018

Seven City Tour Kicks-off in July at Comic-Con International San Diego

Features Include Replica of “World Martial Arts Tournament”

It's time for fans to experience *Dragon Ball* like never before with the debut of *The Dragon Ball North America Tour 2018*, an Exciting new touring exhibit designed to bring the world of *Dragon Ball* to life.

The ground-breaking traveling exhibit will kick-off on July 19th at San Diego Comic-Con and run until the end of the year, making stops at a total of seven cities in the United States and Canada. An exclusive preview of the event is scheduled for July 18th in San Diego. Produced by BANDAI NAMCO Group companies (which include Bandai Spirits Co., Ltd., Bandai Co., Ltd, and BANDAI NAMCO Entertainment Inc.) alongside Shueisha Inc. and Toei Animation Inc., the tour is one of the most ambitious undertakings for the beloved *Dragon Ball* brand.

Taking place inside a life-sized replica of the “World Martial Arts Tournament”, the exhibit invites visitors to experience the world of *Dragon Ball* by reliving their favorite episodes; learning more about their favorite *Dragon Ball* characters; and by checking out the latest collectible products from Tamashii Nations and S. H. Figuarts. Additionally, attendees will be able to try their hand at the Dragon Ball Super Card Game, Dragon Ball FighterZ video game and Dragon Ball Legends smartphone game app, and much more! There will also be event-exclusive merchandise, as well as promotional giveaways which will surely delight fans.

Lastly, fans attending San Diego Comic-Con will get a sneak-peak at an exclusive theatrical trailer for the upcoming *Dragon Ball Super* movie (working title, official title TBA), scheduled for release in Japan in December 2018. Additional movie trailers will also be previewed throughout the tour. Bringing everything fans love about *Dragon Ball* into one amazing attraction, *Dragon Ball North America Tour 2018* is a celebration 34 years in the making.



Tour Visual

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“World Martial Arts Tournament” offers a full-on Dragon Ball experience!

Each stop on the Dragon Ball North America Tour 2018 will feature a life-size replica of the “World Martial Arts Tournament” from the Dragon Ball series. Visitors can check out the latest Bandai Sprits products, including the S. H. Figuarts action figure series.



Event-Exclusive Merchandise

Note: Some exclusive merchandise may be available at other countries.

Comic-Con International

July 19-22

at San Diego Convention Center

Preview Night on July 18

Otakon

August 10-12

at Walter E. Washington Convention Center

Fan Expo Canada

August 30-September 2

at Metro Toronto Convention Center

Rose City Comic Con

September 7-9

at Oregon Convention Center

New York Comic Con

October 4-7

at Javits Center

Dallas Fan Days

October 19-21

at Irving Convention Center

7th event location: TBD



S. H. Figuarts
Super Saiyan God SS (Super Saiyan) VEGITO
Event-Exclusive Color Edition
\$60



S. H. Figuarts
BROLY
Event-Exclusive Color Edition
\$75



S. H. Figuarts
PERFECT CELL
Event-Exclusive Color Edition
\$60



TAMASHII OPTION
Energy Aura Event-Exclusive Color Edition
(White ver.)
\$25

Promotion giveaways!

Note: While supplies last

Note: Promotion card may be available at other conventions



Dragon Ball North America Tour
Exclusive Comic-Con Swag Bag



Dragon Ball North America Tour
Exclusive Lanyard and Keychain



Dragon Ball North America Tour
Promotion Card



Dragon Ball Super Card Game
Demo Deck Set(Series3)

Dragon Ball North America Tour 2018 special web (English): <https://www.db-tour.com/>

Note: Information in this press release is current as of May 21, 2018.

Note: Images in this press release are for promotional purposes and may differ from actual products.