February 18, 2010

<Press Release>

NAMCO BANDAI Holdings Inc.
President: Shukuo Ishikawa
Head Office: Shinagawa-ku, Tokyo
Stock Code: 7832 (TSE First Section)

Avi Arad has become an Executive Advisor of NAMCO BANDAI Holdings

NAMCO BANDAI Holdings Inc. concluded an advisory agreement with Mr. Avi Arad on February 1, 2010 regarding businesses conducted by the BANDAI NAMCO Group.

As the Chief Creative Officer of the Marvel Entertainment and the Chairman and Chief Executive Officer of Marvel Studios in the United States, Mr. Avi Arad produced numerous film series that became global hits, including *Spiderman*, *X-Men*, *Iron Man*, and *The Incredible Hulk*, and contributed greatly to the growth of the Marvel Entertainment group. Mr. Arad also served as a Consultant and Director of Toy Biz and was engaged in toy design and development for more than 30 years; thus having abundant experience in the toy business.

As an Executive Advisor to the businesses of our Group, we plan to ask Mr. Arad for advice on content creation and worldwide development of games, video pictures, music and other content business in general, and on strengthening our overseas Toys and Hobby business.

Brief career summary of Mr. Avi Arad

Born in Cyprus in September 1947; graduated from Hofstra University (United States)

1993−1997　New World Animation and Marvel Films　President / Chief Executive Officer
1993−1998　Toy Biz　Consultant and Director
1993−2006　Marvel Entertainment Director
1998−2006　Marvel Entertainment　Chief Creative Officer
1998−2006　Marvel Studios　Chairman and Chief Executive Officer
2006−Present　Arad Productions, Inc.　Chairman

Major works produced by Mr. Avi Arad

The *Spiderman* series, *X-Men* series, *Iron Man* series, *The Incredible Hulk* series, *Blade* series, *Fantastic 4* series, *Ghost Rider* series, and numerous other films and TV series that became smash hits worldwide.

Comments from Mr. Avi Arad

"I am thrilled to be working with BANDAI NAMCO – a vibrant, creative, and forward-thinking entertainment company. It is an exciting endeavor for me to serve as the Executive Advisor to an international powerhouse that excels in the areas closest to my heart and experience such as toys, video games, arcades, theme parks, television, animation, and film. BANDAI NAMCO has a long and rich tradition of bringing some of the most innovative ideas to the world. I am looking forward to joining the BANDAI NAMCO family with its vibrant and aggressive management. After meeting the management teams of the various divisions, I am confident that together we will be able to increase BANDAI NAMCO's leadership - taking full advantage of the creativity and technology that is so unique to this organization and continuing its growth as a multinational entertainment company."

End of Notice

For further inquiries, please contact the followings:

Regarding BANDAI NAMCO Group

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Regarding Mr. Avi Arad

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