



Toei Animation Secures Licensing Deals Spanning Latin America

Major Retailers In Brazil And Chile To Create Exclusive Branded Merchandise Alongside Central American Promotion With Pepsico

For Immediate Release:

LOS ANGELES (Date) – Toei Animation has secured a comprehensive licensing agreement with Pepsico in Latin America, alongside a series of retailer deals in Brazil and Chile for *Dragon Ball* and *Saint Seiya*.

In a deal spanning Central America and the Caribbean, **Pepsico** will release a special, collectors-edition *Dragon Ball* “Tazo” that will be included inside the bags of all of its major snack brands. Launched by Frito Lay in 1994, Tazos have become a phenomenon for collectors in Latin America.

At the same time, high-end retailers in Brazil and Chile will produce exclusive *Dragon Ball* and *Saint Seiya* items. Brazil’s **C&A Modas** will design *Saint Seiya* and *Saint Seiya Hades* t-shirts for boys and men at select department store locations and online. As Brazil’s largest department store chain, it operates 290 locations across the country with an estimated 1 million customers daily. In addition, Brazil’s **Pitica’s** will create *Dragon Ball* t-shirts for men and boys that will be distributed online and in their branded kiosks located in 140 malls nationwide.

In Chile, **ABCDIN** will produce special *Dragon Ball* houseware items online and throughout its department store locations around the country. **ABCDIN** is one of Chile’s most well-known houseware chains and is a first-stop for furniture, appliances and electronics. Also in Chile, the high-end fashion retailer, **DIJON** will design a range of *Dragon Ball* apparel to be sold at their brick and mortar locations and online.

“Latin America has always been a vital territory for our branding and licensing efforts,” said Masayuki Endo, President of Toei Animation Inc. “We’re delighted to work with region’s top brands and retailers in bringing top-tier merchandise and collectibles to our vibrant fan community.”

About Toei Animation Inc.

Based in Los Angeles, Toei Animation Inc. is responsible for the program licensing of Toei-produced series to North America, Latin America, South Africa, Australia and New Zealand. Toei's Los Angeles office also handles all categories of consumer product licensing based on its film and television properties within these territories.

Toei Animation Co., Ltd

Toei Animation Co., Ltd. (Jasdaq:4816) ranks amongst the world's most prolific animation production studios. The company's operations include animation development and production, and worldwide marketing and program licensing with sales offices in Paris, Hong Kong and representative office in Shanghai. Since its founding in 1956, Toei Animation Co., Ltd. has produced more than 11,000 episodes of TV series (more than 200 titles) and more than 215 long feature films.

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