



FUNIMATION

TOEI AND FUNIMATION REVEAL NEW LICENSING AGREEMENTS FOR “DRAGON BALL SUPER” AT THE COLLECTIVE AT MAGIC FEBRUARY 2017

Popularity of Dragon Ball Franchise Spans More Than 20 years in North America

LAS VEGAS, NV – February 22, 2017. Toei Animation Inc. and Funimation® Entertainment announced today agreements with a multiple licensing partners in a variety of apparel categories for the new “Dragon Ball Super” and original “Dragon Ball Z” anime series. Dragon Ball is an iconic global brand and one of the most beloved anime franchises in North America for over 20 years and counting. “Dragon Ball Super” is the first new storyline from original creator Akira Toriyama in more than 18 years and will create a whole new generation of Dragon Ball fans.

These new agreements represent the first in series of licensing announcements for both “Dragon Ball Super” and “Dragon Ball Z.” Licensed merchandise will be available in a variety of retailers across the U.S. and Canada.

Toei and Funimation are actively seeking additional licensing partners in other apparel categories including sleepwear and underwear.

New licensing agreements include:

- Bioworld: The leading merchandiser of licensed apparel and accessories in the pop culture space has designed new themed collections based on “Dragon Ball Super” and “Dragon Ball Z.” Items will range from t-shirts, fashion cut and sew tops, bottoms, skirts, dresses and leggings to sweaters, hoodies, vests, jackets to joggers, athleisure and novelty apparel. Click [here](#) for images.

- JCorp: The Canadian-based supplier of fashionable apparel and accessories will launch a collection of “Dragon Ball Z” themed apparel. Apparel items include men’s sleepwear and loungewear and men’s / boy’s swimwear, t-shirts, tank tops, muscle tops, hoodies, popovers, active wear, shorts, joggers, and jackets as well as ladies’ and girls’ long and short sleeve t-shirts, fashion tops, hoodies, popovers, leggings, and joggers. Click [here](#) for image.
- Great Eastern Entertainment: One of the leading makers of anime and video game merchandise is creating themed apparel collections for both “Dragon Ball Super” and “Dragon Ball Z.” These will include t-shirts, cut and sew tops, jackets, hoodies, sweatshirts, pajama onesies and lounge pants in both adult and children’s sizes.

The official logo for the “Dragon Ball Super” anime series is available [here](#).

About Toei Animation Inc.

Based in Los Angeles, Toei Animation Inc. manages the film distribution of Toei’s top properties, including *Dragon Ball all series, Sailor Moon, One Piece, Saint Seiya*, and many others to North America, Latin America, South Africa, Australia and New Zealand. Toei Animation Los Angeles office further handles all categories of consumer product licensing based on its film and television brands within these territories. For more information, please visit toei-animation-usa.com.

About Funimation Entertainment

Funimation is *the* go-to destination for extraordinary anime. By combining its integrated in-house studios along with its technology and distribution partnerships, Funimation leads the industry with its omnichannel approach to offering anime to fans—from streaming and home entertainment, to theatrical distribution and broadcast television. The company’s next generation streaming service, FunimationNow, provides subscribers with instant access to their favorite sub and dub shows in ad-free HD on the widest array of devices and platforms—from smartphones and tablets to TVs and gaming consoles. For more information about Funimation, visit funimation.com.

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