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STUDIO PIERROT GIVES NARUTO AN ANIMATED INTRODUCTION AT PAX '08

TOMY and D3Publisher to Debut Opening Trailer for *NARUTO™: Clash of Ninja Revolution® 2* at Penny Arcade Expo

LOS ANGELES – August 25, 2008 – TOMY Corporation and D3Publisher (D3P), publishers of interactive entertainment software, today announced they will debut the opening movie for *NARUTO: Clash of Ninja Revolution 2* for Wii™ at Penny Arcade Expo 2008. The fully animated opening sequence is a collaborative effort with prominent Japanese animation house Studio Pierrot, producers of the highly-popular NARUTO animated series from VIZ Media currently running on Cartoon Network, and the game's designers of TOMY Corporation. Created exclusively for its North American audience, the opening movie will showcase ninja skills of fan favorites like Naruto, Sasuke, and Kakashi, as well as a sneak peak at the game's expanded character lineup, including the mysterious Anbu.

"This is the first time Studio Pierrot has created an original opening sequence featuring NARUTO for the U.S. video game audience," said Laura Yoshioka, director of consumer software at TOMY Corporation. "The movie is a great

introduction to our exclusive storyline that expands upon the Anbu, a special covert operation group from the Hidden Leaf Village, and their role within the NARUTO world.”

Penny Arcade Expo 2008 is scheduled to take place from August 29 - 31 at the Seattle Washington Convention and Trade Center. The D3Publisher booth is located at booth #562.

About NARUTO: Clash of Ninja Revolution 2

NARUTO: Clash of Ninja Revolution 2 is set to provide players with quality fighting game mechanics and a fast-paced gameplay experience on Wii. Set after Sasuke leaves the Hidden Leaf Village to gain more power from Orochimaru, the title offers a slew of playable characters, including those developed especially for the storyline. *Clash of Ninja Revolution 2* features destructible stages and four-player multiplayer battles, along with gameplay modes and characters not yet seen in the *Clash of Ninja* series.

For more information on NARUTO please visit www.naruto.com. For more information on *NARUTO: Clash of Ninja Revolution 2*, please visit Naruto.Tomy-usa.com.

About TOMY Corporation

With U.S. headquarters in Santa Ana, California, TOMY Corporation is one of the world’s oldest and most endearing toy companies. For more than eight decades, TOMY has developed and manufactured a broad portfolio of exciting and educational toys, games and video games for children of all ages. Known for its innovation, quality and safety, TOMY’s mission is to produce toys, videogames

and merchandise for North America that entertain and inspire children and adults. The Consumer Software Division currently publishes for Wii™, Nintendo DS™, Nintendo GameCube™ and Game Boy® Advance. TOMY Corporation is a subsidiary of Japan-based TOMY Company, Ltd. (aka TAKARATOMY in Japan). More information is available at www.TOMY-USA.com.

About VIZ Media, LLC

Headquartered in San Francisco, CA, VIZ Media, LLC (VIZ Media), is one of the most comprehensive and innovative companies in the field of manga (graphic novel) publishing, animation and entertainment licensing of Japanese content. Owned by three of Japan's largest creators and licensors of manga and animation, Shueisha Inc., Shogakukan Inc., and Shogakukan-Shueisha Productions, Co., Ltd., VIZ Media is a leader in the publishing and distribution of Japanese manga for English speaking audiences in North America, the United Kingdom, Ireland, and South Africa and is a global ex-Asia licensor of Japanese manga and animation. The company offers an integrated product line including magazines such as SHONEN JUMP and SHOJO BEAT, graphic novels, and DVDs, and develops, markets, licenses, and distributes animated entertainment for audiences and consumers of all ages. Contact VIZ Media at 295 Bay Street, San Francisco, CA 94133; Phone (415) 546-7073; Fax (415) 546-7086; and web site at www.VIZ.com.

About D3Publisher

D3Publisher, a subsidiary of D3, Inc., is a leading interactive entertainment publisher and distributor for licensed and original titles for personal computers, major console platforms and handheld systems. D3Publisher has operations in the U.S., U.K., and Japan. The company also owns development studio Vicious

Cycle Software, Inc., and its technology platform, Vicious Engine. Recent releases have included *Dark Sector*®, *Dead Head Fred*®, *Puzzle Quest: Challenge of the Warlords*®, and *Ben 10™: Protector of Earth*. For more information about D3Publisher, please visit: www.d3publisher.com.

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