



**IMMEDIATE RELEASE**

**BANDAI ENTERTAINMENT ANNOUNCES CHANGE OF UPC CODES FOR DVD RELEASES  
PRIOR TO 2004 AND UNROLLS AGGRESSIVE PRICE REDUCTIONS ON KEY TITLES**

January 7th, 2004 (Cypress, CA) – Bandai Entertainment announced today a temporary discontinuation of DVD catalog products released prior to 2004. This was deemed necessary in order to help facilitate and ease the establishment of Bandai Entertainment’s own distribution network at the start of 2004. Beginning March 2004, Bandai Entertainment will begin the re-solicitation of DVD catalog releases with updated SKU and UPC codes.

From January 7<sup>th</sup>, 2004 - a sixty day window will be opened for accounts to return catalog DVD products obtained previously through Geneon/Pioneer Distribution. DVD product will remain the same and accounts are urged to keep product on the shelf. Accounts with questions or concerns are urged to contact their assigned Bandai Entertainment sales representative or call 714-816-9760.

All Bandai product released prior to December 31<sup>st</sup>, 2003 purchased from Pioneer/Geneon will still be available to order from January 1<sup>st</sup> thru February 28<sup>th</sup>, 2004. Accounts are urged to continue selling inventory if it is a selling title. Accounts with inventory of titles featuring a price reduction will have the option to either return product directly or receive price protection.

Beginning March 1<sup>st</sup>, 2004 – All titles listed below will be re-solicited with additional catalog DVD titles to be re-solicited each month thereafter. Please reference the new UPC code when ordering re-solicited products. Future announcements will be made through Bandai Entertainments Weekly Mailer Update. Also listed below are several of Bandai’s most popular DVD titles featuring a new aggressive price reduction from its previous suggested retail price.

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Street	Title	SRP	New	(Old	New UPC	(Old UPC)
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Date		SKU	SKU)			
3/2/2004	.hack//SIGN V.1	29.98	80000	2210	669198800009	669198221095
3/2/2004	.hack//SIGN V.2	29.98	80001	2211	669198800016	669198221194
3/2/2004	.hack//SIGN V.3	29.98	80002	2212	669198800023	669198221293
3/2/2004	.hack//SIGN V.4	29.98	80003	2213	669198800030	669198221392
3/2/2004	.hack//SIGN V.5	29.98	80004	2214	669198800047	669198221491
3/2/2004	.hack//SIGN V.6	29.98	80005	2215	669198800054	669198221590
3/2/2004	Agentosoma V.1	29.98	80010	2250	669198800108	669198225093
3/2/2004	Agentosoma V.2	29.98	80011	2251	669198800115	669198225192
3/2/2004	Agentosoma V.3	29.98	80012	2252	669198800122	669198225291
3/2/2004	Agentosoma V.4	29.98	80013	2253	669198800139	669198225390
3/2/2004	Agentosoma V.5	29.98	80014	2254	669198800146	669198225499
3/2/2004	Agentosoma V.6	29.98	80015	2255	669198800153	669198225598
3/2/2004	Banner of the Stars I V.1	29.98	80020	2180	669198800207	669198218095
3/2/2004	Banner of the Stars I V.2	29.98	80021	2181	669198800214	669198218194
3/2/2004	Banner of the Stars I V.3	29.98	80022	2182	669198800221	669198218293
3/2/2004	Banner of the Stars II V.1	29.98	80023	2183	669198800238	669198218392
3/2/2004	Banner of the Stars II V.2	29.98	80024	2184	669198800245	669198218491
3/2/2004	Banner of the Stars II V.3	29.98	80025	2195	669198800252	669198218590
3/2/2004	Big O Box Set	44.98	80034	1839	669198800344	669198183997
3/2/2004	Cowboy Bebop V.1	29.98	80040	1290	669198800405	669198129094
3/2/2004	Cowboy Bebop V.2	29.98	80041	1291	669198800412	669198129193
3/2/2004	Cowboy Bebop V.3	29.98	80042	1292	669198800429	669198129292
3/2/2004	Cowboy Bebop V.4	29.98	80043	1293	669198800436	669198129391
3/2/2004	Cowboy Bebop V.5	29.98	80044	1294	669198800443	669198129490
3/2/2004	Cowboy Bebop V.6	29.98	80045	1295	669198800450	669198129599
3/2/2004	Crest of the Stars Complete Edition	49.98	80019	0690	669198800191	669198069093
3/2/2004	Geneshaft V.1	29.98	80035	2100	669198800351	669198210099
3/2/2004	Geneshaft V.2	29.98	80036	2101	669198800368	669198210198
3/2/2004	Geneshaft V.3	29.98	80037	2102	669198800375	669198210297
3/2/2004	Geneshaft V.4	29.98	80038	2103	669198800382	669198210396
3/2/2004	Infinite Ryvius V.1	29.98	80090	2120	669198800900	669198212093
3/2/2004	Infinite Ryvius V.2	29.98	80091	2121	669198800917	669198212192
3/2/2004	Junkers Come Here - Movie	29.98	80098	2235	669198800986	669198223594
3/2/2004	Kikaider V.1	29.98	80100	2170	669198801006	669198217098
3/2/2004	Kikaider V.2	29.98	80101	2171	669198801013	669198217197
3/2/2004	Kikaider V.3	29.98	80102	2172	669198801020	669198217296
3/2/2004	Love Hina Again Movie	29.98	80118	1908	669198801181	669198190896
3/2/2004	Love Hina Christmas Movie	29.98	80116	1910	669198801167	669198191091
3/2/2004	Love Hina Movie Box Set	59.98	80119	1913	669198801198	669198191398
3/2/2004	Love Hina Spring Movie	29.98	80117	1911	669198801174	669198191190
3/16/2004	Mamoru Oshii Cinema Trilogy Box Set	59.98	80120	2430	669198801204	669198243097
3/16/2004	Mamoru Oshii's Stray Dogs	19.98	80121	2432	669198801211	669198243295
3/16/2004	Mamoru Oshii's Talking Heads	19.98	80123	2433	669198801235	669198243394
3/16/2004	Mamoru Oshii's The Red Spectacles	19.98	80122	2431	669198801228	669198243196
3/2/2004	Mobile Fighter G Gundam Box V.1	49.98	80210	2142	669198802102	669198214295
3/2/2004	Mobile Fighter G Gundam Box V.2	49.98	80211	2143	669198802119	669198214394
3/2/2004	Mobile Fighter G Gundam Box V.3	49.98	80212	2144	669198802126	669198214493
3/2/2004	Mobile Fighter G Gundam Box V.4	49.98	80213	2145	669198802133	669198214592
3/2/2004	Mobile Fighter G Gundam V.1	19.98	80060	2130	669198800603	669198213090

3/2/2004	Mobile Fighter G Gundam V.2	19.98	80061	2131	669198800610	669198213199
3/2/2004	Mobile Fighter G Gundam V.3	19.98	80062	2132	669198800627	669198213298
3/2/2004	Mobile Fighter G Gundam V.4	19.98	80063	2133	669198800634	669198213397
3/2/2004	Mobile Fighter G Gundam V.5	19.98	80064	2134	669198800641	669198213496
3/2/2004	Mobile Fighter G Gundam V.6	19.98	80065	2135	669198800658	669198213595
3/2/2004	Mobile Fighter G Gundam V.7	19.98	80066	2136	669198800665	669198213694
3/2/2004	Mobile Fighter G Gundam V.8	19.98	80067	2137	669198800672	669198213793
3/2/2004	Mobile Fighter G Gundam V.9	19.98	80068	2138	669198800689	669198213892
3/2/2004	Mobile Fighter G Gundam V.10	19.98	80069	2139	669198800696	669198213991
3/2/2004	Mobile Fighter G Gundam V.11	19.98	80070	2140	669198800702	669198214097
3/2/2004	Mobile Fighter G Gundam V.12	19.98	80071	2141	669198800719	669198214196
3/16/2004	Mobile Suit Gundam Wing Box Set	199.98	80072	1669	669198800726	669198166990
3/16/2004	MS Gundam Wing: Endless Waltz	24.98	80073	1680	669198800733	669198168093
3/2/2004	Please Teacher! V.1	29.98	80125	2270	669198801259	669198227097
3/2/2004	Please Teacher! V.2	29.98	80126	2271	669198801266	669198227196
3/2/2004	Please Teacher! V.3	29.98	80127	2272	669198801273	669198227295
3/2/2004	Please Teacher! V.4	29.98	80128	2273	669198801280	669198227394
3/2/2004	s-CRY-ed V.1	29.98	80130	2360	669198801303	669198236099
3/2/2004	s-CRY-ed V.2	29.98	80131	2361	669198801310	669198236198
3/2/2004	s-CRY-ed V.3	29.98	80132	2362	669198801327	669198236297
3/2/2004	Spirit of Wonder	29.98	80129	2260	669198801297	669198226090
3/2/2004	Witch Hunter Robin V.1	29.98	80140	3000	669198801402	669198300097
3/2/2004	Witch Hunter Robin V.2	29.98	80141	3001	669198801419	669198300196

#### Bandai Entertainment Titles with Suggested Retail Price Reduction

3/2/2004	Blue Submarine No. 6 - Special Edition	<b>29.98</b>	80017	0950	669198800177	669198095092
3/2/2004	Cowboy Bebop Best Session	<b>19.98</b>	80046	1297	669198800467	669198129797
3/2/2004	Crest of the Stars V.1	<b>19.98</b>	80136	0680	669198801365	669198068096
3/2/2004	Crest of the Stars V.2	<b>19.98</b>	80137	0681	669198801372	669198068195
3/2/2004	Crest of the Stars V.3	<b>19.98</b>	80138	0682	669198801389	669198068294
3/2/2004	Crest of the Stars V.4	<b>19.98</b>	80139	0683	669198801396	669198068393
3/16/2004	Escaflowne Movie Regular	<b>19.98</b>	80058	0445	669198800580	669198044595
3/16/2004	Escaflowne V.1	<b>14.98</b>	80050	0430	669198800504	669198043093
3/16/2004	Escaflowne V.2	<b>14.98</b>	80051	0431	669198800511	669198043192
3/16/2004	Escaflowne V.3	<b>14.98</b>	80052	0432	669198800528	669198043291
3/16/2004	Escaflowne V.4	<b>14.98</b>	80053	0433	669198800535	669198043390
3/16/2004	Escaflowne V.5	<b>14.98</b>	80054	0434	669198800542	669198043499
3/16/2004	Escaflowne V.6	<b>14.98</b>	80055	0435	669198800559	669198043598
3/16/2004	Escaflowne V.7	<b>14.98</b>	80056	0436	669198800566	669198043697
3/16/2004	Escaflowne V.8	<b>14.98</b>	80057	0437	669198800573	669198043796
3/16/2004	Fancy Lala V.1	<b>9.98</b>	80200	1330	669198802003	669198133091
3/16/2004	Fancy Lala V.2	<b>9.98</b>	80201	1331	669198802010	669198133190
3/16/2004	Fancy Lala V.3	<b>9.98</b>	80202	1332	669198802027	669198133299
3/16/2004	Fancy Lala V.4	<b>9.98</b>	80203	1333	669198802034	669198133398
3/16/2004	Fancy Lala V.5	<b>9.98</b>	80204	1334	669198802041	669198133497
3/16/2004	Fancy Lala V.6	<b>9.98</b>	80205	1335	669198802058	669198133596
3/2/2004	Jin-Roh: The Wolf Brigade - Movie	<b>19.98</b>	80096	1881	669198800962	669198188190
3/16/2004	Jubei-Chan the Ninja Girl Collection	<b>39.98</b>	80097	2380	669198800979	669198238093

3/16/2004	Jubei-Chan the Ninja Girl V.1	<b>14.98</b>	80146	0970	669198801464	669198097096
3/16/2004	Jubei-Chan the Ninja Girl V.2	<b>14.98</b>	80147	0971	669198801471	669198097195
3/16/2004	Jubei-Chan the Ninja Girl V.3	<b>14.98</b>	80148	0972	669198801488	669198097294
3/16/2004	Jubei-Chan the Ninja Girl V.4	<b>14.98</b>	80149	0973	669198801495	669198097393
3/2/2004	Love Hina V.1	<b>24.98</b>	80110	1900	669198801105	669198190094
3/2/2004	Love Hina V.2	<b>24.98</b>	80111	1901	669198801112	669198190193
3/2/2004	Love Hina V.3	<b>24.98</b>	80112	1902	669198801129	669198190292
3/2/2004	Love Hina V.4	<b>24.98</b>	80113	1903	669198801136	669198190391
3/2/2004	Love Hina V.5	<b>24.98</b>	80114	1904	669198801143	669198190490
3/2/2004	Love Hina V.6	<b>24.98</b>	80115	1905	669198801150	669198190599
3/16/2004	MS Gundam the 08th MS Team V.1	<b>19.98</b>	80075	1710	669198800757	669198171093
3/16/2004	MS Gundam the 08th MS Team V.2	<b>19.98</b>	80076	1711	669198800764	669198171192
3/16/2004	MS Gundam the 08th MS Team V.3	<b>19.98</b>	80077	1712	669198800771	669198171291
3/16/2004	MS Gundam the 08th MS Team V.4	<b>19.98</b>	80078	1713	669198800788	669198171390
3/16/2004	Gundam the 08th MS Team - Miller's Report	<b>19.98</b>	80079	1714	669198800795	669198171499
3/16/2004	Mobile Suit Gundam Wing V.1	<b>19.98</b>	80080	1670	669198800801	669198167096
3/16/2004	Mobile Suit Gundam Wing V.2	<b>19.98</b>	80081	1671	669198800818	669198167195
3/16/2004	Mobile Suit Gundam Wing V.3	<b>19.98</b>	80082	1672	669198800825	669198167294
3/16/2004	Mobile Suit Gundam Wing V.4	<b>19.98</b>	80083	1673	669198800832	669198167393
3/16/2004	Mobile Suit Gundam Wing V.5	<b>19.98</b>	80084	1674	669198800849	669198167492
3/16/2004	Mobile Suit Gundam Wing V.6	<b>19.98</b>	80085	1675	669198800856	669198167591
3/16/2004	Mobile Suit Gundam Wing V.7	<b>19.98</b>	80086	1676	669198800863	669198167690
3/16/2004	Mobile Suit Gundam Wing V.8	<b>19.98</b>	80087	1677	669198800870	669198167799
3/16/2004	Mobile Suit Gundam Wing V.9	<b>19.98</b>	80088	1678	669198800887	669198167898
3/16/2004	Mobile Suit Gundam Wing V.10	<b>19.98</b>	80089	1679	669198800894	669198167997
3/16/2004	MS Gundam: Char's Counterattack	<b>19.98</b>	80074	2200	669198800740	669198220098
3/16/2004	Outlaw Star V.1	<b>29.98</b>	80105	0820	669198801051	669198082092
3/16/2004	Outlaw Star V.2	<b>29.98</b>	80106	0821	669198801068	669198082191
3/16/2004	Outlaw Star V.3	<b>29.98</b>	80107	0822	669198801075	669198082290
3/16/2004	Outlaw Star Box Set	<b>59.98</b>	80108	0826	669198801082	669198082696

**Bandai Entertainment Inc.** is the premier distributor of Japanese animation on DVD home video in North America. The company has distributed notable titles like *Superior Defender Gundam Force*, *Escaflowne*, *Cowboy Bebop*, and *Witch Hunter Robin*. Bandai Entertainment Inc. is a subsidiary of Bandai America Inc., who makes the toys for the hit television series, *Power Rangers*, *Digimon*, and *Mobile Suit Gundam*. All U.S. operations are headquartered in a large, ultra-modern facility in Cypress, Calif. Bandai Co., Ltd is the third largest toy company in the world comprising 53 subsidiaries in 18 countries. In addition to toys and children's entertainment, Bandai Co.'s global interests include video game software, multimedia, music and full-length feature films, vending machines, trading cards, candies, and licensed apparel. Bandai Entertainment is headquartered in Cypress, California and additional company and product information is available through our website at [www.bandai-ent.com](http://www.bandai-ent.com).

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