

**FOR IMMEDIATE RELEASE:**

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## DENTSU ENTERTAINMENT USA'S ANIMATED SERIES LBX™ UPPED FOR SECOND SEASON ON NICKTOONS

### To Air Fall 2015 With 26 More Episodes

SANTA MONICA, CA -- Little Battlers eXperience (LBX™) has been renewed by [Nicktoons](#) for a second season, it was announced today by [Dentsu Entertainment USA, Inc.](#)

LBX – original concept created by LEVEL-5, Inc. -- is based on an extremely popular Japanese animated television series and franchise. The new season adds an additional 26 episodes, slated to begin running in fall, 2015. The first season is currently

rerunning on Nicktoons, and will repeat before the second season premiere this fall.

“We are thrilled that the LBX franchise has found a fan base in the United States, and we look forward to working with the Nicktoons team and our licensing and promotional partners as we expand the LBX merchandise roster,” said Marc Harrington, Senior Vice President, Global Strategy and Development for Dentsu Entertainment, Inc.

In season two, Van forges a bond with a new friend, Hiro. Van and Hiro travel around the world with their LBX miniature customized robots to stop a far more sinister global threat. The second season begins airing in fall, 2015.

The LBX figures from master toy licensee [Bandai America](#) continue in popularity in the [SprüKits](#) line of highly detailed action figure model kits. Additional recent product launches at retail include apparel from [Fifth Sun](#), posters from [Trends International](#), and an 80-page glossy art book from [Zwyer Industries](#).



Interested licensing and promotional partners may contact Lisa Yamatoya, Director of Licensing, Dentsu Entertainment USA, Inc. at [Lisa.Yamatoya@dentsuentertainment.com](mailto:Lisa.Yamatoya@dentsuentertainment.com).



### About LBX™

**LBX**, one of Japan's biggest boys-action hits, follows the adventures of miniature customizable robots and the kids who interact with them. The original concept was created by LEVEL-5, Inc. In Japan, over 100 episodes have aired in a prime time programming block on TV Tokyo with major ratings success. As the Japanese program continues to explode in popularity, it

has been adapted by Dentsu Entertainment USA, Inc. in association with Rollman Entertainment, Inc. for broadcast in the Americas, where it currently airs on Nicktoons.

In season one, it is the year 2050. The young hero Van, along with his friends and their **LBX** robots, engage in a series of battles against forces of evil that wish to undermine the **LBX**. Ultimately, they are triumphant. A year later in season two, we find Van teaming up with a new friend, Hiro. Together, they lead a collaborative effort with their allies to confront a new, far more sinister threat.

### About Dentsu Entertainment USA, Inc.

Dentsu Entertainment USA, Inc. was formed in 2010 as a wholly owned subsidiary of Dentsu Inc. (Tokyo Stock Exchange, Code 4324). Dentsu Inc. is the world's largest advertising agency, and a leading producer of Japanese animation, with approximately 40,000 full-time employees and more than 750 subsidiaries and affiliates worldwide. Dentsu Entertainment USA develops original animation programming and media content for domestic and international markets, and manages licensing programs for new and existing properties. Current projects include: **YO-KAI WATCH™** now in development for the Americas in 2015, which debuted on TV Tokyo and is consistently ranked as the top-rated show in its time block; **LBX™** (a.k.a. " **Little Battlers eXperience**"), a highly successful animation, video game and toy franchise, based on miniature customizable robots; **Deltora Quest®**, a 52-episode animated series airing globally, and based on the international top-selling fantasy-adventure book series of the same name; and **Monsuno®**, an innovative toy line and animated boys action adventure series currently airing on Nicktoons and free-to-air channels in more than 150 countries. Dentsu Entertainment USA is headquartered in Santa Monica, CA. For more information, please visit [www.DentsuEntertainment.com](http://www.DentsuEntertainment.com).

### About Nicktoons

[Nicktoons](http://www.nicktoons.com) has the highest concentration of B2-11 across all television and offers a roster of hits that have defined kids' and animation lovers' TV, including the *Yu-Gi-Oh!*, *Digimon* and *Power Rangers* franchises; *Avatar: The Last Airbender*; *Invader Zim*; *Danny Phantom*; *SpongeBob SquarePants*; *The Fairly OddParents*; and *The Adventures of Jimmy Neutron, Boy Genius*. The network also features *NickSports*, a weekly programming block showcasing a mix of original and acquired long- and short-form content from professional sports leagues NFL, MLS, NASCAR and WWE; series including *Wild Grinders* from Rob Dyrdek, the animated *NFL RUSH ZONE* and the magazine-format show NFL RUSH; documentary programming; and acquired sports-themed theatrical movies. Nicktoons currently reaches almost 68 million homes via cable, digital cable and satellite. For more information or artwork, visit [www.nickpress.com](http://www.nickpress.com). Nicktoons and all related titles, characters and logos are trademarks of Viacom Inc. (NASDAQ: VIA, VIAB).

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