

THE FUSION AGENCY ACQUIRES LICENSING AND MERCHANDISING RIGHTS IN AUSTRALIA AND NEW ZEALAND FOR *YO-KAI WATCH* FROM DENTSU ENTERTAINMENT USA, INC.

The Fusion Agency to acquire Australia and New Zealand rights to Season 1 of the Japanese mega-hit animated television series, *YO-KAI WATCH* and will control licensing and merchandising rights in the region.

YO-KAI WATCH is an original concept created by renowned Japanese game company LEVEL-5, Inc. and the Nintendo 3DS video games, which have sold 7.2 million units in Japan. With an imaginative plot, great characters, comedy and adventure, *YO-KAI WATCH* has become one of the most popular franchises of all time in Japan. The story centres around a young boy who gets a special watch empowering him to discover and summon mysterious Yo-kai that help him solve problems in his daily life usually caused by other trouble-making Yo-kai. The *YO-KAI WATCH* animated series, a joint production effort of LEVEL-5, Inc., Dentsu Inc., and TV TOKYO Corporation, is the top-rated dual gender show for kids 4-12 across all genres on TV TOKYO and has the highest average household ratings among all regularly scheduled animated programs on the network.

Dentsu Entertainment USA, Inc. is in negotiations with local broadcasters, and The Fusion Agency with local Home Entertainment partners, looking to emulate the Japanese success of the animated series in Australia and New Zealand.

In addition to the TV series, the *YO-KAI WATCH* franchise has enjoyed tremendous success across several product categories since it began in Japan, including selling millions of copies of *YO-KAI WATCH* manga and related books and generating hundreds of millions of U.S. dollars in retail sales of toys and other merchandise, that does not include games, music CDs, and publishing.

-“We have seen the massive success of the *YO-KAI WATCH* franchise in Japan and are thrilled to be chosen to help expand the property in Australia and New Zealand,” said Gail Mitchell, Managing Director of The Fusion Agency. “We are looking forward to working on this amazing property to help drive its success in our markets.”

Mr. Marc Harrington, Sr. Vice President, Global Strategy & Development for Dentsu Entertainment USA, Inc., added, “As one of the leading licensing agencies in Australia and New Zealand, The Fusion Agency is the perfect choice to drive the licensing program and we look forward to securing broadcasting, DVD, merchandise and retail partnerships as we build the property locally.”

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.

About The Fusion Agency

The Fusion Agency was formed in 2010 and is a full-service licensing and merchandise agency with a carefully selected portfolio of Principals that has many globally recognised brands under its management. Fusion provides long term, strategic brand management for its Principals, delivering financial returns whilst building a brand's equity. It also offers turn-key solutions for merchandise, promotions, DTR, retail exclusives, short term and long term programs.

The Fusion Agency has a passionate and highly respected team that has delivered extensive licensing and promotional programs both locally and internationally. It also has excellent relationships with Australian and New Zealand retailers, licensees and promotional partners and has delivered success across multiple platforms – movie, TV, publishing, gaming, online, technology, sport, lifestyle and heritage brands.

Dentsu Entertainment USA, Inc. has appointed The Fusion Agency as its exclusive licensing and merchandise partner to represent its animated property YO-KAI WATCH in Australia and New Zealand.

###