



FOR IMMEDIATE RELEASE

## Bandai America Launches Tamagotchi On Wonder Garden

Everyone's favorite virtual pet continues to evolve!



El Segundo, Calif – (June 11, 2020) – Today, Bandai America is set to grow the Tamagotchi franchise in the North American market with the release of the **Tamagotchi On Wonder Garden**.

Fans can be first in line for the new release with pre-sales starting online on June 11 at Target, Amazon, WalMart, GameStop, Best Buy and Entertainment Earth with availability at mass, online and specialty retailers nationwide starting July 26.

In new lavender and turquoise colors, the **Wonder Garden** is equipped with a number of new, special features that'll keep consumers entertained for hours.

"Last year when we launched Tamagotchi On, we were overwhelmed by the support from consumers," said Tara Badie, Bandai America Senior Director of Brand Strategy. "It's amazing to see those who remembered the Original Tamagotchi from the 90's pickup the Tamagotchi On as well as watch young users fall in love with having a virtual pet."

### Tamagotchi On Wonder Garden Features:

- Two new colors: Lavender, Turquoise
- New home screen
- New Room to change to
- Games IN YOUR TOWN
  - LIBRARY – keep track of the number of books lent out
  - DRESSMAKER – push the button to give the dressmaker energy to create a gorgeous dress
- Special Land: Wonder Garden
  - Exclusive characters: Yumemi-Alice, Kirarihatter



- o New accessories, items, meals and snacks in Wonder Garden
- o In place of Magic Land/Fairy Land

“Through research, we’ve learned that 67% of users play their Tamagotchi On device with a friend and that 96% of all Tamagotchi users love the device so much that they’d likely purchase a new version,” said Tara Badie. “That’s why we continue to innovate and bring new products to the market. There’s no slowing down for Tamagotchi!”

For more information, please visit [www.bandai.com](http://www.bandai.com)

### **About Bandai America Incorporated**

Bandai builds on dreams, adds to the fun, and strives to inspire kids of all ages around the world, every day! A leader in developing engaging, quality toys that capture children’s imaginative spirit and provide endless “Fun For The Future,” Bandai America Incorporated is the manufacturer and master toy licensee of some of the most popular brands in children’s toys and interactive entertainment today. The Bandai America brand family includes PAC-MAN™, Dragon Ball®, Pretty Pixels™, DIGIMON® and Tamagotchi®, among other boys, girls, preschool, and hobby product lines. Bandai America Incorporated is a subsidiary of BANDAI NAMCO Holdings USA Inc., an entity that resulted from the integration of Bandai Co. Ltd. and Namco Ltd. of Japan. Global interests encompass three strategic business units: Toys and Hobby, Video Games and Online Entertainment and Film and Music. The company is headquartered in El Segundo, California. Find out more about our expertise in connecting with kids in fun and fresh ways at [www.Bandai.com](http://www.Bandai.com). All trademarks are the property of their respective owners.

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