

# SSA Public Relations      NEWS RELEASE

## Toei Animation Wraps Up Slate Of Latin American Home Entertainment Distribution Agreements

*Dragon Ball, Saint Seiya, Pretty Cure And Sailor Moon Headline Toei's  
Newest Latin DVD Deals*

For Immediate Release:

**Los Angeles** (April 14, 2011) – Toei Animation has finalized home entertainment agreements in Latin American for *Dragon Ball*, *Saint Seiya Sanctuary*, *Sailor Moon* and *Pretty Cure*, it was announced by Eduardo Lucio, Senior Sales Manager for Toei Animation.

Toei has finalized a DVD deal for *Dragon Ball Kai* with TELEVISA in Mexico (episodes 1-54) as well as separate DVD agreements with EN PANTALLA in Mexico for *Dragon Ball* (episodes 1-28); *Dragon Ball Z* (episodes 1-72); and *Dragon Ball GT* (episodes 1-64).

Toei has closed DVD deals with TELEVISORA NICARAGUENSE in Nicaragua for *Saint Seiya Sanctuary* (episodes 1-13), *Saint Seiya Elysion* (1-6) and *Saint Seiya Inferno* (episodes 1-12) as well as DVD deals with PANAMERICANA TV (Peru) for *Saint Seiya Sanctuary* (episodes 1-13); *Saint Seiya Inferno* (episodes 1-12) and *Saint Seiya Elysion* (episodes 1-6).

For *One Piece*, Toei closed a DVD deal with TELEVISORA NICARAGUENSE in Nicaragua (episodes 1-104); For *Pretty Cure* Toei signed EN PANTALLA in Mexico (episodes 1-26); and For *Sailor Moon*, Toei finalized DVD agreements with TOWERS ENTERTAINMENT in Mexico for the entire series and with CD & DVD Factory in Brazil (episodes 90-110).

“Home entertainment continues to serve as a powerful platform for Toei’s animated brands in Latin America. We are delighted to forge distribution associations with the top DVD suppliers throughout the region,” said Lucio.

Toei will be exhibiting at the upcoming L.A. Screening to be held May 18 -28 at the Hyatt Regency Hotel, Century Plaza. Toei will be located in room # 1742.

### **About Toei Animation Co., Ltd.**

With headquarters in Tokyo and sales offices in Paris, Los Angeles, Hong Kong and Shanghai, Toei Animation (Jasdaq: 4816) ranks amongst the world’s most prolific animation production studios. Toei Animation’s operations include animation development and production, and worldwide marketing and program licensing. Since the company’s founding in 1956, Toei Animation has produced more than 10,000 episodes of TV series (more than 200 titles) and more than 200 long feature films.

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