



UNDER EMBARGO UNTIL 6:00AM PST AUGUST 26, 2015

BANDAI NAMCO Entertainment Europe partnering with FabZat

Leading interactive entertainment publisher selects FabZat as the exclusive merchandising provider of “Tekken Card Tournament” trading card packs worldwide

Bordeaux, Lyon and San Francisco – August 26, 2015 – FabZat today announced its partnership with BANDAI NAMCO Entertainment Europe as the exclusive provider of on-demand printing for *Tekken Card Tournament* trading card packs. Millions of players of the globally successful free-to-play game can collect over 190 physical, rare trading game cards with new characters that may be used to win online battles. *Tekken Card Tournament* game cards bring real-world crossover to the gameplay through unique QR codes letting players add cards digitally in-game. Additionally, players can take photos with their smartphone and a 3D model of a Tekken character will join in the game through augmented reality.

Tatsuya Kubota, Head of Mobile & Web Gaming at BANDAI NAMCO Entertainment S.A.S, said: *“We have such a dedicated fan base for the beloved Tekken brand, and by working with FabZat, we’re now able to offer a faster and easier way for our fans to access these rare trading cards to play our popular fighting game.”*

Tekken Card Tournament has ranked as a #1 game in the role playing category in the app stores across nearly 150 countries. Through the new partnership, FabZat will provide worldwide fans on iOS and Android with in-app access to purchasing trading card packs for Tekken-style battles. The trading card packs range in price from 6 Booster Packs for \$10.99 up to 36 Booster Packs for \$49.99.

Florent Pitoun, FabZat CEO and co-founder, said: *“We believe we’re the right partner for publishers like BANDAI NAMCO because we provide fans with a streamlined purchase path, along with high-quality merchandise – spanning from 2D merchandise like trading cards, t-shirts and phone covers to 3D printed figures and toys. Moreover, we enable our partners to stay true to their brand, and also bring in a new revenue stream.”*

To learn more about FabZat’s market leading in-app merchandising and 3D printing solution visit www.fabzat.com.

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About FabZat:

FabZat generates new revenue for game developers and publishers, through merchandising and 3D printing. An industry pioneer, FabZat delivers the first in-app personalized merchandising turnkey service for video games, offering 3D printed figurines, t-shirts, posters, phone cases and more. With more than 15,000 delivered objects for games across 70+ countries, and a state-of-the-art plugin for iOS, Android, Unity and the Web, FabZat turns great games into great physical brands. For more information visit www.fabzat.com.

About BANDAI NAMCO Entertainment Europe S.A.S.

BANDAI NAMCO Entertainment Europe S.A.S., part of BANDAI NAMCO Holdings Inc., is a leading global publisher and developer of interactive content for platforms including all major video game consoles and PC, with marketing and sales operations in 50 countries across Europe, the Middle East, Africa and Australasia. The company is known for creating and publishing many of the industry's top video game franchises, including PAC-MAN™, Tekken™, SOULCALIBUR™, NARUTO™, NARUTO SHIPPUDEN™, Dragon Ball®, GALAGA™, RIDGE RACER™ and ACE COMBAT™.

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