



NARUTO, THE SUCCESSFUL MANGA ! THE LICENSE UPDATE

• JAPAN EXPO 09: ONCE AGAIN A SUCCESS FOR NARUTO •

- **164,000 visitors** came this year to Paris Nord Villepinte between the 3rd and the 6th of July, ie **25% more than last year**.
- **For the first time, a NARUTO WORLD booth of 100 sqm** allowed fans to access an exclusive exhibition, video game demos, a shop...
- **90,000 Naruto goodies** were given away



• THE SUMMER SCHEDULE •

- July 1st : **Naruto novel #8**, Hachette
- July 3rd : **Naruto manga #42**, Kana
- August 5th : **Naruto Shippuden DVD box #4**, Kana Home Video
- August 21st : **Naruto manga #43**, Kana



Naruto movies tour in Fnac stores : the 3 long motion pictures tour organized by Game One ended in July with a **Naruto cosplay** in the "Forum des Halles" Fnac store (in Paris).





• NARUTO TV NEWS •

- **Special exposure for Naruto on Toowam.fr** 
 - From early September to the end of November, « **Phénomène Naruto** » will be **broadcasted every day on the Toowam web TV**. This web TV was relaunched on June 21st after the success of its first run at the end of 2008 (60,000 viewers every day).

- Naruto is the **2nd favorite hero of Toowam.fr users**

- **Naruto prize-winning game on Toowam.fr** from August 8 to 29 with plenty of goodies. **This game is announced on TV for a wider exposure.**

Reminder: 12,000 competitors for the prize-winning game of May 2009

-  Game One (272 x 26') : re-run since August 24th
-  NT1 (220 x 26') : re-run in September
-  CLUB RTL (216 x 26') : daily run at 3.00 pm
-  TSR (156 x 26') : 2 daily runs

• LICENSING NEWS •

Back to school with Naruto

The products developed by **ALPA** and **BIC** are available in the following distribution channels: Carrefour, Casino, Système U, Leclerc, Cora, Galeries Lafayette, BHV, Codipa, Monoprix, Top Office, Metro, Virgin, Papethèque, Bureau Vallée,...



Release of new video games

- September 18th: the 1st Naruto Shippuden game on **Nintendo DS** (Tomy / Nintendo)
- September 25th: the 1st Naruto Shippuden game on **PSP** (Bandai Namco /Atari)

reminder: the 1st Naruto Shippuden video game on PS2 released on April 30th 2009 was the best **PS2 games sales in May** (source: GFK)

Apparel: new range of home linen (C.T.I)

Products available in Auchan, E.Leclerc, Carrefour, Système U, Conforama and in the 3 Suisses catalogue.



Naruto confectionery to be released soon by BIP Holland.

• TRADE AND PROMOTIONAL OPERATIONS •



Multi-product operation in the ESPACES CULTURELS LECLERC from October 17th to November 11th

- **200 stores** in France
- **Exclusive in-store visibility** for manga – DVD – video games (Kana – KHV - Bandai Namco/Atari) with displays and posters.
- **Instant-win game** with plenty of prizes to win and a round trip in Japan for 2 persons
- Advertising in the E.Leclerc catalogue

KANA marketing operation from October 17th



- **In-store displays filled with manga #28 to #43**
- **Naruto premiums** to be collected in each volume
- 160,000 copies put in place

Food sector: France & Belgium tie-in operation during Christmas holidays

• KEY FIGURES •



- **The #1** of all Comics and Manga series in France since 2006
- **The #1** of DVDs of TV animated series (sales in value)
- **The 2nd** entertainment property in 2008
- **81%** awareness among boys aged from 6 to 10, **87%** among the 7-14

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