

Toei Animation Begins Production on *Dragon Ball Super*

Drawn From a Plot By The Brand's Original Creator, Dragon Ball Super Is The First New Series In Eighteen Years

For Immediate Release:

TOKYO (April 28, 2015) – Toei Animation has announced production on ***Dragon Ball Super*** (Japanese title; tentative for English release), the first all-new Dragon Ball television series to be released in 18 years. Following the recent events of the hit feature film, *Dragon Ball Z: Resurrection 'F'*, ***Dragon Ball Super*** will debut in Japan in July 2015.

Reuniting the franchise's iconic characters, ***Dragon Ball Super*** will follow the aftermath of Goku's fierce battle with Majin Buu, as he attempts to maintain earth's fragile peace. Overseen by Dragon Ball's original creator, Akira Toriyama and produced with Fuji Television, ***Dragon Ball Super*** will draw on its historic past to create a bold, new universe welcoming to fans and endearing to new viewers.

Introduced as a manga in Weekly Shonen Jump (published from SHUEISHA Inc.) in 1984, *Dragon Ball* has evolved into a globally beloved brand. Seen in more than 70 countries, with over 230 million copies of its comic books sold, *Dragon Ball* remains one of the most popular anime series of all time.

"Having loved *Dragon Ball* since childhood, it is very exciting to be a part of this project," said Osamu Nozaki, producer for Fuji Television. "Mr. Toriyama has developed a plot that's not only a dream come true for *Dragon Ball*'s millions of fans, but one that will foster in a new generation of viewers."

"When I joined Toei Animation, one of my first assignments saw me working on the production of *Dragon Ball Z*," said Atsushi Kido, producer for Toei Animation. "While there for only a short period of time, being a part of the series left a lasting impression. We look forward to carrying on *Dragon Ball*'s tremendous legacy, bringing audiences a brand new Dragon Ball with the same sense of heart and commitment that went into past *Dragon Ball* productions."

"I've used the word 'cho' (super) in so many commercials, games and other media, it is fantastic that the long awaited ***Dragon Ball Super*** will finally begin," said Masako Nozawa, Japanese voice actress of Dragon Ball's Son Goku, Son Gohan and Son Goten. "I hope that this series will last a long time and have the same impact around the world as its predecessor."

About Toei Animation Co., Ltd.

With headquarters in Tokyo and sales offices in Paris, Los Angeles, Hong Kong and representative offices in Shanghai and Taiwan, 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 its founding in 1956, Toei Animation has produced more than 11,000 episodes of TV series (more than 200 titles) and more than 220 long feature films as of March, 2015.

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