



(Singapore, October 6th, 2009) – The organisers of **Anime Festival Asia 2009 (AFA09)** announced today that SANYO has come onboard as a sponsor of the event. This sponsorship participation will see SANYO joining Bandai, Japan's leading toy manufacturer and main sponsor of AFA09. As a sponsor, SANYO will be organising a series of activities at AFA09 to promote its *eneloop* rechargeable batteries.

Taking place at Suntec Singapore International Convention & Exhibition Centre (Suntec Singapore) in Singapore on Saturday, 21st November and Sunday, 22nd November, *AFA09 will also incorporate a one-day business conference, Animation Asia Conference 2009 (AAC09)*, which will take place on 20th November.

"We are excited to be part of Anime Asia Festival 2009 as a sponsor. The vibrancy and energy of the variety of activities taking place at the festival is a great match to what *eneloop* is all about. I am sure it will receive great response from the youths and families, both in Singapore and around the region. We hope that by participating in this event, we can raise more awareness among the digitally connected audience to use *eneloop* rechargeable batteries as they enjoy their music, games and anime and 'Think GAIA' at the same time" said SANYO's Senior Manager, Mr Takehiro Matsui.

New Age Battery of the 21st Century

SANYO, in its hope to create a new "lifestyle that values reusing and recycling", developed the *eneloop* rechargeable batteries. These eco-friendly batteries encourage users to reduce waste and save the environment. The name '*eneloop*' is based on the concept of "looping energy" and is a combination of these two words. Beginning with AA-size Nickel-Metal Hydride (NiMH) rechargeable batteries, *eneloop* has since extended its range of batteries to include AAA-, C- and D-sized batteries.

Unlike other rechargeable batteries, the *eneloop* batteries come pre-charged to enable consumers to use it straight out of the pack. Offering economic and environmental benefits,

each *eneloop* rechargeable battery can be recharged up to 1,000 times. The batteries can be recycled at the end of their lifespan to minimise the amount of waste produced and reduce the impact on the environment.

Working towards its Think GAIA vision, SANYO Energy has introduced a series of eco-friendly products under its *eneloop* brand and has made continual efforts to increase environmental awareness worldwide.

AFA09 hopes to attract children, youth, adults and industry visitors both locally and from around the region. Organized jointly by I-Promo Events & Marketing Pte Ltd, SOZO Pte Ltd and Dentsu Singapore Pte Ltd, AFA09 is sponsored by Bandai and SANYO, with Animax as the official regional media partner.

For more information on AFA09, please www.afa09.com.

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About SANYO

SANYO Electric Co., Ltd. (SANYO) is a multi-billion-dollar global leader in providing solutions for the environment, energy and for lifestyle applications based on its Brand Vision 'Think GAIA'. SANYO Energy (S) Corporation is a division of SANYO's component group. SANYO Energy (S) Corp. is based in Singapore and markets high quality battery products in the regions of Asean, Indian Subcontinent, Middle East and Africa.

About I-PROMO

I-PROMO is a multidimensional marketing agency specializing in strategic and signature events. I-PROMO conceptualizes, develops, manages, and implements corporate and lifestyle events. The company's primary expertise lies in creating own branded, title events with local and regional sponsors and partners. With years of experience managing conventions, exhibitions, festivals, and gala events, I-PROMO produces events worthy of being called phenomenal rather than merely experiential.

As a subsidiary of Kingsmen Creative Limited, I-PROMO teams comprises of professionals with diverse talents such as conceptualization, marketing, sales, design, and construction. With streamlined operations and collaborative resources, I-PROMO consistently deliver results beyond the expectations of our clients.

I-PROMO's pool of talent are able to execute opportune, current, relevant, competitive, and profitable events that are critically aligned to clients' objectives. Over the years, the company have created events for the government and the arts, as well as the giants of retail, IT, finance, and petroleum industries.

About SOZO

SOZO represents a cutting edge entertainment and youth-marketing driven company. Made up of a diverse talented pool of industry professionals, SOZO is focused towards developing animation and entertainment content and service platforms geared at engaging young adults at both regional and global levels. SOZO's main mission is focused on delivering highly entertaining pop culture experiences, contents and products that will constantly engage, thrill and excite this young and restless market.

About Dentsu Singapore

A wholly owned subsidiary of Japan's Dentsu Inc. and an 'Asian-born' agency, Dentsu Singapore is a fully integrated communications agency, providing total communications solutions to both regional and local clients. The Dentsu network dates back to 1901 and has at its disposal powerful network support and resources. According to Ad Age Global, it is now the world's number one agency brand and the biggest among all major networks in Asia. Dentsu for many years has also ventured into many successful anime franchises and has a dedicated entertainment and contents division overseeing its operations.

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