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FOR IMMEDIATE RELEASE

**JoyRide Entertainment Announces *Fullmetal Alchemist*  
Trading Card Game**

**CHARLOTTE, NC, March 10, 2005** – JoyRide™ Entertainment, a division of RC2 Corporation (NASDAQ: RCRC, [www.rc2corp.com](http://www.rc2corp.com)), announced today a licensing agreement with FUNimation® for the Fullmetal Alchemist™ TCG (Trading Card Game) based on the hot anime property. Scheduled to launch in August of 2005, the *Fullmetal Alchemist* TCG builds on the success of the top-rated animated series that airs on Cartoon Network's on Saturday evenings at 11:30 p.m. EST with a Thursday night encore.

Since its inception, *Fullmetal Alchemist* has sold over 13 million manga (graphic novels) in Japan. The property has also launched a hot-selling PlayStation® 2 console game, and a Japanese-language feature film debuts this July. This year, the United States market can expect to see English-language manga, novels, DVDs, toys, apparel, accessories, plush, figures, and now a TCG.

"From our first brainstorming session, we're designing this game to bring the world of *Fullmetal Alchemist* to life," said Edward Bolme, brand manager for JoyRide Entertainment. "We're creating all-new game play concepts to ensure a rich experience." JoyRide will conduct a comprehensive marketing campaign as well as dedicated tournaments and leagues for the new trading card game.

“Card players and fans of the show alike will love this game,” added Bob Brennan, director of licensing of FUNimation Productions, Ltd. “Even those who don’t play games will want to collect these cards.”

“We are very pleased to have acquired the license to *Fullmetal Alchemist*,” said Bob Bove, managing director of JoyRide Entertainment. “It’s a powerful property. We’re looking forward to working with FUNimation to bring this property to a new arena.”

Created by award-winning game designer Ian Ryan, the *Fullmetal Alchemist* TCG will focus on teams of heroes looking for the fabled Philosopher’s Stone, which is reputed to boost the power of alchemists to awesome levels.

## **ABOUT RC2 CORPORATION**

RC2 Corporation (NASDAQ: RCRC, [www.rc2corp.com](http://www.rc2corp.com)) is a leading designer, producer and marketer of innovative, high-quality toys, collectibles, hobby and infant care products that are targeted to consumers of all ages. RC2 markets its collectible and hobby products under a portfolio of brands including Racing Champions®, Ertl®, Ertl Collectibles®, American Muscle™, Johnny Lightning®, AMT®, Polar Lights®, Press Pass®, JoyRide®, JoyRide Studios®, Memory Lane™, and W. Britain®. RC2’s infant and preschool products are marketed under its Learning Curve® family of brands which includes *The First Years*®, *Eden*® and *Lamaze* brands as well as popular and classic licensed properties such as *Thomas and Friends*, *Bob the Builder*, *Winnie the Pooh*, John Deere and *Sesame Street*.

RC2 reaches its target consumers through multiple channels of distribution supporting more than 25,000 retail outlets throughout North America, Europe, Australia, and Asia Pacific.

## **ABOUT FUNIMATION**

FUNimation® Productions, Ltd. is a brand management company and one of the nation's leading independent home video entertainment companies. FUNimation often manages all aspects of its brands including broadcasting, licensing, production, internet, and home video sales and distribution. FUNimation is known for its brand management and home video distribution success with brands primarily targeted to children and

young adults. These brands include Dragon Ball Z®, Fullmetal Alchemist™, Yu-Gi-Oh!™, Code Lyoko™, Teenage Mutant Ninja Turtles®, Dragon Booster®, Arthur®, Case Closed™, Yu Yu Hakusho™, Deglassi: The Next Generation™, Beyblade™, Braceface™, Cabbage Patch Kids™, Sonic X™, Shaman King™, Time Warp Trio™, Fruits Basket™, Tenchi Muyo! GXP™, Blue Gender™ and Lupin the 3rd®. The Company has a proven formula for launching and advancing brands, and has become one of the leading brand management companies in the industry.

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