



For Immediate Release

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IMPORTANT NOTICE

May 9, 2011 - Elk Grove Village, IL - To all operators of BarBerCut Lite or other "hanging prize" games:

NAMCO America would like to inform you of a potential issue with ALL GAMES that have hanging prizes within them. Advancements and cost reductions in laser technology have created a new problem to those who operate games with hanging prizes whether the prize is hanging from a string or a spindle.

Handheld laser pointers with enough power to burn through colored string or a colored tie-wrap are now available for purchase from China at a fraction of the cost of what they were a couple of years ago. These devices are illegal in the USA but still find their way here via the internet. A criminal armed with one of these can steal a number of prizes from a merchandiser in a short period of time.

The lasers have no affect on the white strings that currently ship with the NAMCO America games. NAMCO America has been shipping BarBerCut Lite games stocked with white strings for around a year now. If you are currently operating a BarBerCut Lite game using orange strings, we strongly suggest you start using the white strings.

Also, as many operators use plastic tie-wraps to attach their prizes to the strings or the spindles in all merchandisers with hanging prizes, we strongly suggest you only use white tie-wraps as well.

If you have any questions, or need any further information, please contact us at NAMCO America at 847 264-5610 or email at arcadeinfo@namcoamerica.com

About NAMCO America Inc (NAI).

NAI is a wholly owned subsidiary of NAMCO Bandai Holding Co. NAI is committed to providing the ultimate interactive entertainment experience. NAI uses cutting-edge technology and advanced electronics to take their coin-operated video games far beyond traditional entertainment. NAMCO Bandai Holding Corp., which also has business related interests in films, toys, health equipment, consumer video software, and restaurants, is publicly traded on the Tokyo Stock Exchange, and owns a number of other subsidiary entertainment companies around the globe.