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For Immediate Release

Company: D3 INC.
Representative: Yuji Ito, President and CEO
(NASDAQ Code: 4311)
Contact: Kenji Kotera, Executive Director
Tel: 03-5428-8830

**D3PUBLISHER OF AMERICA TO BRING
CARTOON NETWORK'S HIT SHOW *BEN 10* TO VIDEO GAME SYSTEMS
THIS FALL WITH *BEN 10: PROTECTOR OF EARTH***

LOS ANGELES – May 7, 2007– D3Publisher of America, Inc. (D3PA) announced today that it will bring Cartoon Network's hit original series *Ben 10* to video game systems for the first time this fall with *Ben 10™: Protector of Earth* for the Wii™, PlayStation®2 computer entertainment system, Nintendo DS™ and PSP® (PlayStation®Portable) system. In *Ben 10: Protector of Earth*, players take on the role of Cartoon Network's popular everyday-kid-turned-superhero, Ben Tennyson. Using the power of the alien Omnitrix device that is stuck to Ben's wrist, players change into Ben's most beloved alien forms and wield amazing super powers as they save the world through the game's diverse challenges, puzzles and skirmishes.

"Ben 10: Protector of Earth authentically portrays the cartoon's main characters, including Ben and his family, the evil Kevin 11 and the Forever Knights, and even Ben's arch-enemy Vilgax," said Careen Yapp, vice president of licensing and business development for D3PA. "The Omnitrix's most popular alien forms will be accessible as playable characters, and a familiar summer vacation storyline including all-new locations and content for players will immerse gamers in Ben's world like never before!"

"D3PA will once again prove their talent for turning licensed television and movie properties into exceptionally authentic and well-designed video games," said xxx, the xxxx for Cartoon Network. *"Ben 10 The Game* will be easy for extremely novice players to pick up, yet will offer a wide variety of powerful action choices that make it exciting enough to engage players of all levels for hours at a time."

At first glance, 10-year-old Ben looks like your average, everyday kid, but upon closer inspection it's plain to see he's the world's youngest superhero stopping evildoers from Earth and space! With the help of the Omnitrix, Ben can transform into heroic alien forms with extraordinary superpowers. The evil Vilgax, with the help of Kevin 11 and the Forever Knights, has set in motion a plan to capture the creator of the Omnitrix and the world is in danger...*Ben 10: Protector of Earth* is an exciting game full of familiar characters on a quest to stop Vilgax and save the day!

Ben 10: Protector of Earth for Nintendo DS is under development by 1st Playable Productions, LLC. All other versions are under development by High Voltage Software, Inc. The game is currently rated "RP" ("Rating Pending") by the ESRB and is slated for release in Fall of 2007.

The *Ben 10* show has a devoted fan base; more than 5 million boys tuned in each month over the summer of 2006 to view and *Ben 10* web games generate millions of hits every month. Full-length animated and real-life films are planned in the coming months. Cartoon Network (CartoonNetwork.com), currently seen in 89 million U.S. homes and 160 countries around the world, is Turner Broadcasting System, Inc.'s ad-supported cable service offering the best in original, acquired and classic animated entertainment for kids and families. Overnight from 11 p.m.-6 a.m. (ET, PT), Cartoon Network shares its channel space with Adult Swim, a late-night destination showcasing original and acquired animation for young adults 18-34.

About Cartoon Network Enterprises

Cartoon Network Enterprises (CNE), the global branding and merchandising arm of Cartoon Network, is charged with building consumer product franchises for Cartoon Network, its brands and characters from the channel's growing library of award-winning original programming. CNE also works to secure and support long-term licensee partnerships across all key merchandising categories. The division currently offers consumer product programs for an array of marquee animation franchises including *Foster's Home for Imaginary Friends*, *Ben 10*, *The Powerpuff Girls*, *Ed, Edd and Eddy*, *Hi Hi Puffy AmiYumi*, *My Gym Partner is a Monkey*, *Camp Lazlo*, *The Grim Adventures of Billy and Mandy*, Adult Swim and more. Cartoon Network (CartoonNetwork.com), currently seen in more than 88 million U.S. homes and 160 countries around the world, is Turner Broadcasting System, Inc.'s ad-supported cable service offering the best in original, acquired and classic animated entertainment for kids and families. Overnight from 11 p.m.-6 a.m. (ET, PT), Cartoon Network shares its channel space with Adult Swim, a late-night destination showcasing original and acquired animation for young adults 18-34. Turner Broadcasting System, Inc., a Time Warner company, is a major producer of news and entertainment product around the world and the leading provider of programming for the basic cable industry.