



BANDAI NAMCO

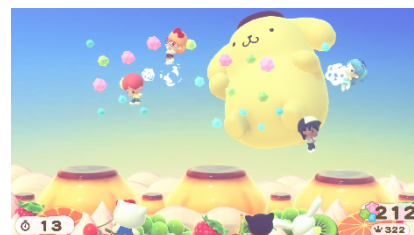
BANDAI NAMCO AND SANRIO® TO LAUNCH *HELLO KITTY PARTY LAND* FOR NINTENDO SWITCH SYSTEMS THIS OCTOBER

Get a First Glimpse at Gameplay in Sanrio Games' Debut Title Featuring a Massive Roster of Beloved Characters, with Preorders Now Live



IRVINE, Calif. and TOKYO – June 9, 2026 – Bandai Namco Entertainment America Inc. and Sanrio Co., Ltd. today announced ***HELLO KITTY PARTY LAND*** will be published under the Bandai Namco brand, bringing the first-ever title from Sanrio's game brand *Sanrio Games* to Nintendo consoles. The casual party game features a massive roster of iconic Sanrio characters, putting players in a colorful world where they can participate in dozens of unique mini games featuring more than 145 characters. Designed to be fun for all ages, ***HELLO KITTY PARTY LAND*** is available now for preorder and will bring the vibrant world of Hello Kitty and Friends to life on October 29 on Nintendo Switch™ and Switch™2. For more details, visit the official website bandainamcoent.com/games/hello-kitty-party-land

Watch the brand-new gameplay trailer here: <https://youtu.be/IUhxPbhtDEU>





HELLO KITTY PARTY LAND takes place in a charming town populated by Hello Kitty and Friends. The party game lets up to four players participate in more than 45 mini games and board games. Players can also customize their avatars with hairstyles, outfits, and other items found throughout the game. Designed with intuitive controls, the game is perfect for newcomers and experienced players to play solo or together with friends in local or online multiplayer.

Headquartered in Tokyo, Sanrio® is a global lifestyle and entertainment company known for creating beloved characters that inspire happiness, friendship and connection. Its flagship character, Hello Kitty®, has become a global icon, joined by a cast of fan-favorite brands including Cinnamoroll™, Pompompurin™, Kuromi™ and more — each bringing smiles to fans across generations.

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About Bandai Namco Entertainment America Inc.

Bandai Namco Entertainment America Inc., part of the Bandai Namco Group, is a leading global publisher and developer of interactive entertainment for major video game consoles, PC, online, and mobile platforms. The company is known for creating many of the industry's beloved classic franchises such as PAC-MAN®, GALAGA®, TEKKEN®, SOULCALIBUR®, and ACE COMBAT®, and publishing the critically acclaimed DARK SOULS™ series and the blockbuster title ELDEN RING™. Bandai Namco Entertainment America Inc. is also the premier publisher in the Western hemisphere for anime-based video games including GUNDAM™, NARUTO SHIPPUDEN™, DRAGON BALL™, and ONE PIECE®. Bandai Namco Entertainment America Inc. is headquartered in Irvine, California.

About Sanrio

Sanrio® is the global lifestyle brand best known for Hello Kitty® who was created in 1974, and home to many other beloved character brands such as My Melody™, Kuromi™, LittleTwinStars™, Cinnamoroll™, Pompompurin™, gudetama™, Aggretsuko™, Chococat™, Badtz-Maru™ and Keroppi™. Sanrio was founded on the philosophy that a small gift can bring happiness and friendship to people of all ages. Since 1960, this philosophy has served as the inspiration to offer quality products, services and activities that promote communication and inspire unique consumer experiences across the world. Today, Sanrio's business extends into the entertainment industry with several content series, gaming offerings and theme parks. Sanrio boasts an extensive product lineup which is available in over 130 countries. Sanrio hopes to bring smiles to everyone's faces with their vision of "One World, Connecting Smiles." To learn more about Sanrio, please visit www.sanrio.com and follow @sanrio and @hellokitty on Facebook, Instagram, Twitter, TikTok, Pinterest and subscribe to the Hello Kitty and Friends YouTube Channel.

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