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SCENTCO JOINS EXCLUSIVE ROSTER OF LICENSEES FOR MULTIMEDIA FRANCHISE SENSATION, YO-KAI WATCH

Santee, Calif. | August 8, 2016 – SCENTCO, a global market leader in scented stationery and toys, secured a three-year Licensing Agreement with LEVEL-5 for YO-KAI WATCH™, the hit animé brand taking the Japanese and European markets by storm.

Scentco joins an exclusive roster of licensees for the highly popular multimedia franchise, which follows the adventures of a young boy with a magical watch who explores a world of genuine Japanese folklore.

“We are thrilled to be a part of this global licensing sensation,” says Marissa Huffman, Marketing Director, Scentco. With groundbreaking success in Japan and significant expansion into other markets, this is an exciting opportunity for Scentco to grow and expand.”

Scentco will premiere a colorful new line of scented toys and stationery for the Yo-Kai Watch collection in 2017, with retail distribution throughout the U.S. and Canada. The complete lineup will include 2 new products, *Squeezables* and *Learning Kits*, plus Scentco fan favorites: *Smencils*, *Smens*, *Sketch & Sniff Gel Crayons*, *Smarkers*, *Smencil Buddies*, *Sniff Its*, *Smillows*, *Smash Drives*, *Sketch Pads* and *Smickers*. Scentco products are infused with award-winning gourmet scents and backed by a 2-year scent guarantee.

ABOUT SCENTCO, INC. (scentcoinc.com)

Originally named The Smencil Company, our company was founded in 2003 in San Diego, California and became known for our line of gourmet-scented pencils, *Smencils*. As new product extensions were introduced, The Smencil Company changed its name to Scentco, Inc. to better communicate an ever-expanding product range. Today, Scentco continues to introduce new and exciting products designed for the retail and school fundraising markets, and remains a global market leader in gourmet-scented products.

ABOUT YO-KAI WATCH (yo-kai-world.com)

YO-KAI WATCH™ is a cross-media universe, following the hilarious misadventures of an average human boy and his involvement with the mischievous Yo-kai all around him. Our young hero obtains a special watch, empowering him to discover and summon the mysterious Yo-kai, befriend them and then work together to solve everyday problems... problems that are often cause by other trouble-making Yo-kai! Discover the adventures of Nate and his Yo-kai companions via video game, animated comedy series, comics, toys and video on demand.

ABOUT LEVEL-5 (level5ia.com)

LEVEL-5 Inc. plans, creates, and markets videogame software in Japan. The company's flagship PROFESSOR LAYTON series has shipped over 15.5 million units worldwide, while the mega-hit INAZUMA ELEVEN series has shipped approximately 7.5 million units worldwide. The Little Battlers eXperience animated series, based on the hugely successful games of the same name, will soon make its western debut in Europe and the Americas. The company released Ni no Kuni: Wrath of the White Witch for North America and Europe, featuring animations by the Academy Award-winning Studio Ghibli, and music by Joe Hisaishi. In September 2010, LEVEL-5 Inc. opened an office in California. While maintaining its base as a game company, LEVEL-5 Inc. continues to actively explore collaborations with other media, as it strives to become a world-class entertainment brand.

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