



For Immediate Release



Revival of the Hit Girls Toy Line, *Koeda-chan*, with a New Design!!

Girls Brand “*Koeda-chan No Ki No O-uchi*” Series New Launch!

New Fairy World Theme! Collaborations with PUFFY and Morinaga’s Famous *Koeda* Snack



Tokyo, Japan, June 1, 2011: TOMY Company, Ltd. (President, Kantaro Tomiyama), announces the re-launch of its original girls mini-doll brand, *Koeda-chan*¹, with a new design and concept. The centerpiece item of the re-launched line up will be the character’s familiar tree house, *Koeda-chan No Ki No O-uchi*² (SRP JPY 6,090, incl. 5% sales tax). Other products will include individual mini-figures, furniture accessory sets, etc. with an initial release of 12 items going on sale July 28, wherever toys are sold nationwide. In addition, TOMY intends to introduce a variety of licensed products and content based on the *Koeda-chan* brand.

Koeda-chan was first launched in 1977 along with the product which has become the hallmark of the brand, *Koeda-chan To Ki No O-uchi*. The brand has since seen several renewals and dormant periods but the nature theme and the unique, cute design and universe, the popular tree house and gimmicks and popular characters have been loved by two generations of young girls age three to six.

For this revival, the nature theme will remain, but the brand will be further strengthened through the following:

1. The characters of the *Koeda-chan* world have been re-designed by famed Tatsunoko Productions designer, Suzuka Yoshida and include many new characters including new family members and friends.
2. The *Koeda-chan* universe is now a “world of little fairies” filled with many regions to explore such as the “Land of Trees” where *Koeda-chan* lives and “Sky City,” “Sweets City,” etc. With many themes to work with, there will be many exciting and imaginative characters and stories.

The new *Koeda-chan No Ki No O-uchi* tree house is a 30cm tall doll house with many fun gimmicks. It starts out as a simple tree, but with the press of a switch at the base of the tree trunk, the green canopy of the tree opens up automatically, transforming the tree into a three-story tree house with an elevator going up through the trunk. With the turn of a knob on top, the elevator goes up or down, carrying passengers from the first to the second floor. There are also other play features such as a swing, a ladder and a slide. TOMY also will offer a wide variety of additional products such as character mini-dolls, furniture sets and accessories, creating a fascinating *Koeda-chan* world which will be fun for both play and for collection.



A Selection of *Koeda-chan* Products

On sale July 28, 2011

¹ In Japanese the word *koeda* means “little branch” and the suffix “chan” is a title of endearment often added to little girls’ names, thus *Koeda-chan* might be roughly translated as “Little Branch Girl.” However, the brand has been sold internationally under the name, *Treena*.

² *Koeda-chan No Ki No O-uchi* means “Koeda’s Tree House.”

Girl Rock Duo, PUFFY, Become “Singing Fairies”

The superstar pop/rock duo Ami Onuki and Yumi Yoshimura, who are known collectively as PUFFY³, are self-proclaimed “huge fans” of *Koeda-chan*. The duo is celebrating its 15th anniversary this year, but also has another milestone to celebrate: The two will also get their own characters in the world of *Koeda-chan*! They are already famous for their music, fashion, and entertaining performances both in Japan and internationally and they are also symbolic of Japan’s *kawaii* (cute) culture. Now they get a chance to expand their presence by becoming the “singing fairies” “*Ami-chan*” and “*Yumi-chan*” in the imaginary world of *Koeda-chan*! They even contributed their own ideas to the design of their characters, which have *Ami-chan* in the motif of a rabbit while *Yumi-chan* has a cat motif. They plan to use these *kawaii* characters as part of their upcoming concert performances as well! In the fall of this year, mini-doll characters *Ami-chan* and *Yumi-chan* will be launched as part of the *Koeda-chan No Ki No Uchi* series, allowing little girls to play with the “singing fairy” characters along with *Koeda-chan* and her other friends.



PUFFY

“I loved *Koeda-chan* as a child and now, so many years later my dream of dream of being her friend has come true.” - Yumi



PUFFY, as fairies *Yumi-chan* (left) and *Ami-chan* (right) in the world of *Koeda-chan* .

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Morinaga’s *Koeda* Gets its Own “Chocolate Fairy”

Snack giant, Morinaga Company’s long-selling twig-shaped snack, *Koeda*, not only bears the same name as *Koeda-chan*, but will now get its own character in the toy series. The snack brand, which features chocolate, almond and crispy puffs, celebrates its 40th anniversary in 2011 (six years older than *Koeda-chan*), is the inspiration for a “chocolate fairy” character named *Koeda-kun*⁴ with a head in the shape of an almond and clothes decorated with “puff” like polka dots. *Koeda-chan* and *Koeda-kun* will appear together in various promotional campaigns.



Koeda-chan (left) and *Koeda-kun* (right)

New *Koeda-chan* Children’s Books from Publisher, Iwasaki Shoten

Iwasaki Shoten (President, Joji Kuroda) will publish a new series of *Koeda-chan* children’s books starting with *Koeda-chan* Story Book Series 1, *Koeda-chan* No. 1: *Ki No O-uchi To Kirakira Pinku*. It will be written by Machiko Fuji and illustrated by Suzuka Yoshida (SRP JPY 945, incl. 5% sales tax), which will go on sale in June 2011. The books will feature nature themes and sweet, fun stories along with lovely illustrations which will make them a joy for parents to read along with their children.



³ PUFFY is uses the name “Puffy AmiYumi” internationally.

⁴ Similar to “chan,” the suffix “kun” is a title of endearment often added to little boys’ names, thus *Koeda-kun* might be roughly translated as “Little Branch Boy.”

Profile of Designer, Suzuka Yoshida

Character Designer; Eldest daughter of, Tatsunoko Productions founder, Tatsuo Yoshida; Started working in the planning of new anime at Tatsunoko while still in high school; Besides Tatsunoko work, she has designed mascot characters for numerous companies, musicians, celebrities, etc.; Perhaps most famous for her characters, *Akubi Girl* and *Mach Girl*.



Suzuka Yoshida



The new character design of *Koeda-chan* by Suzuka Yoshida

Product Summary

Product Name:	<i>Koeda-chan No Ki No O-uchi</i>
SRP:	JPY 6,090 (Incl. 5% sales tax. JPY 5,800 excluding tax)
Date on Sale in Japan:	July 28, 2011
Product Contents:	Tree House with slide, swing, ladder and connecting parts, 1 Sticker sheet, one pamphlet. (Mini-dolls and furniture not included)
Dimensions (mm):	Tree House (closed): W 265 x H 238 x D 230 Tree House (open): W 381 x H 310 x D 240
Weight:	Approx. 1,320g (including all product contents)
Batteries:	No batteries required
Sales Channels:	Toy and department stores, mass retailers, etc.
Copyrights	© TOMY / Designed by Suzuka Yoshida
First Year Sales Target:	100,000 units



A Selection of *Koeda-chan* Products

Note: Tree House, Mini-dolls, furniture and accessories are each sold separately

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Koeda-chan No Ki No O-uchi Series Description of Products


For the initial release of *Koeda-chan No Ki No O-uchi* series of products, there will be two tree house versions. There will also be a selection of mini-doll figures including *Koeda-chan*, a *Koeda-chan* family and four other “friends.” Other furniture and accessories will be sold as well as a play mat which features the *Koeda-chan world*. The products are aimed at girls ages 3-6 and will go on sale on July 28, 2011. The wide variety of products from tree house to dolls and accessories will allow an expanding world of play as well as make for fun collection.


Tree House Products (Two Items)

Item (SRP, incl. 5% sales tax; Date on Sale):	<i>Koeda-chan No Ki No O-uchi</i> (JPY 6,090; July 28, 2011)
Description:	A 30cm tall tree house / doll house with many fun gimmicks. With the press of a switch it expands from a seemingly simple tree into a three-story tree house with an elevator going up through the trunk. With the turn of a knob the elevator goes up or down, carrying passengers from the first to the second floor. Other play features include a swing, ladder and slide. A variety of character mini-dolls, furniture sets and accessories are sold separately.
Product Contents:	Tree House, slide, swing, ladder and connecting parts. 1 sticker sheet, one pamphlet. (Mini-dolls and furniture sold separately)
Dimensions (mm):	Tree House (closed): W 265 x H 238 x D 230 Tree House (open): W 381 x H 310 x D 240
Image(s):	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p><i>Koeda-chan No Ki No O-uchi</i> (only Tree House shown)</p> </div> <div style="text-align: center;">  <p><i>Koeda-chan No Ki No O-uchi</i> with full set <u>and</u> separately sold items shown</p> </div> </div>

Item (SRP, incl. 5% sales tax; Date on Sale):	<i>Koeda-chan No Kinoko No Resutoran</i> (Koeda-chan’s Mushroom Restaurant) (JPY 3,675; July 28, 2011)
Description:	A restaurant in the shape of a mushroom. It has four main gimmicks: 1. Pull the main lever and the mushroom opens to reveal a restaurant. 2. Put the food in the oven and pull the lever and as the food “cooks” (the food is automatically flipped showing a “cooked” side) it is carried automatically up to the table on the 2 nd floor. 3. Moving the lever also rings the “food’s done” bell. 4. Press a lever on the drink bar and a drink comes out automatically.
Product Contents:	Mushroom Restaurant (main unit), Furniture and accessories x 23 pieces, including 2 tables, 4 chairs, 3 dishes, ladder, sign, floor sign, weathervane, rope, basket, drink bar, 3 cooking accessories, 4 juice accessories, 1 sticker sheet. Note: Mini-dolls not included.
Dimensions (mm):	Mushroom Restaurant (main unit, open): W 220 x H180 x D180
Image(s):	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p><i>Koeda-chan No Kinoko No Resutoran</i> (only main unit shown)</p> </div> <div style="text-align: center;">  <p><i>Mushroom Restaurant</i> with full set <u>and</u> some separately sold items</p> </div> </div>

Mini-Doll Character Figures (6 Products)

Item (SRP, incl. 5% sales tax; Date on Sale):	<i>Koeda-chan No Nakayoshi Family</i> (Koeda-chan's Happy Family) (JPY 1,575; July 28, 2011)
Description:	Family mini-doll set: Father, Mother, Brother & Sister Twins
Product Contents:	4 mini-dolls and pamphlet
Dimensions (mm):	Father and Mother: W 30 x H 53 x D 28.5 Brother & Sister Twins: W 41 x H 42.5 x D 29.5
Image(s):	

Item (SRP, incl. 5% sales tax; Date on Sale):	<i>Koeda-chan No Kasanaru O-uchi⁵, Ringo-chan No Kasanaru O-uch, Kino-chan No Kasanaru O-uch, Ageha-chan No Kasanaru O-uch, Yotsuba-kun No Kasanaru O-uch;</i> (JPY 504; July 28, 2011)
Description:	Mini-doll characters and mini-house set. Mini-houses connect horizontally and vertically.
Product Contents:	Mini-doll, mini-house and pamphlet
Dimensions (mm):	Largest Mini-doll (Yotsuba-kun): W 38 x H 58 x D 30 Mini-house: W 65 x H 75 x D 40
Image(s):	 <p><i>Koeda-chan No Kasanaru O-uchi</i> <i>Ringo-chan No Kasanaru O-uchi</i></p> <p><i>Kino-chan No Kasanaru O-uchi,</i> <i>Ageha-chan No Kasanaru O-uchi</i></p> <p><i>Yotsuba-kun No Kasanaru O-uchi</i></p> <p>Image of all connectable mini-houses together</p>

⁵ *Kasanaru O-uchi* means “stacking house” and the four friends’ names have meanings as follows: *Ringo* means “apple,” *Kino* means “mushroom,” *Ageha* means “swallowtail butterfly” and *Yotsuba* means “four-leaf clover.”

Furniture and Accessories (3 items)

Item (SRP, incl. 5% sales tax; Date on Sale):	<i>Koeda-chan No Kagu Set: Koeda-chan No My Room</i> (Koeda-chan's Furniture Set: Koeda-chan's Bedroom) (JPY 892; July 28, 2011)
Description:	Cherry motif 7-piece bedroom set for lots of fun pretending to play in <i>Koeda-chan's</i> bedroom! The heart-shaped ring fits an actual child's finger.
Product Contents:	Bed, dresser, desk, chair, standing lamp, TV, heart shaped ring, stickers, instructions.
Image(s):	

Item (SRP, incl. 5% sales tax; Date on Sale):	<i>Koeda-chan No Kagu Set: Kinoko No Kitchen Dining</i> (Koeda-chan's Furniture Set: Mushroom Kitchen) (JPY 892; July 28, 2011)
Description:	Mushroom motif 7-piece kitchen set for lots of fun pretending to cook!
Product Contents:	Stove, fridge, sink, table, 2 chairs, fry pan, four dishes, stickers, instructions.
Image(s):	

Item (SRP, incl. 5% sales tax; Date on Sale):	<i>Koeda-chan No Kagu Set: Ringo No Bathroom</i> (Koeda-chan's Furniture Set: Ringo's Bathroom) (JPY 892; July 28, 2011)
Description:	Apple motif 7-piece bathroom set for lots of fun pretending to bathe and clean up!
Product Contents:	Bathtub, toilet, sink, vacuum cleaner, laundry rack, hanging clothes x 2, stickers, instructions.
Image(s):	

Play Mat (1 item)

Item (SRP, incl. 5% sales tax; Date on Sale):	<i>Koeda-chan No Midori No Mori No Chizu</i> (Koeda-chan's Green Forest Map) (JPY 1,575; July 28, 2011)
Description:	A play mat perfect for play time with all the <i>Koeda-chan</i> toys. The design features a wonderfully green town, perfect for walking around with all the mini-dolls. A hundred different secrets are hidden in the map for hours and hours of fun!
Product Contents:	1 play mat
Dimensions (mm):	W 1100 x D 800
Image(s):	 <p data-bbox="703 1014 1166 1084"><i>Koeda-chan No Midori No Mori No Chizu</i> (Koeda-chan's Green Forest Map)</p>  <p data-bbox="746 1666 1082 1727">The play mat shown with other separately sold items</p>

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