

For Immediate Release



October 1, 2020

**What? The box is moving! Experience an encounter with a surprise puppy!**

**A surprise pet that comes out of the gift box all by itself.**

**“PRESENT PETS” to be launched Thursday, October 1, 2020!**

**The “best first encounter” experience in 2020 for children.**

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release **“PRESENT PETS”** surprise pets that come out of the gift boxes all by themselves (two types of “Fancy Puppy” and “Glitter Puppy”, SRP: JPY 6,980 each/tax not included) on Thursday, October 1, 2020 at toy stores, toy sections of department stores and mass retailers nationwide, online shops and TOMY Company’s online store “Takara Tomy Mall” ([takaratomymall.jp](http://takaratomymall.jp)), etc.



“PRESENT PETS” Fancy Puppy



View of “PRESENT PETS” puppy tearing open the gift box all by itself



Click here for a video of “PRESENT PETS” puppy coming out of the gift box all by itself



View of the gift box being teared

“PRESENT PETS” puppy is a new type of pet toy, for which, when the user pulls the tag on the gift box, the box rocks back and forth and begins to tear itself open from the inside, and then **a puppy comes out all by itself. It provides “an encounter with a new family pet”** and allowing communication through taking care of it, playing games with it and talking to it.

This product was inspired by the popular overseas video of a new family pet appearing when children open a gift box given by their family. “Unboxing” and “opening” videos are also popular contents on social media such as video sharing services. “PRESENT PETS” puppies are designed to enhance the “opening experience” which is currently attracting attention.

The puppies come in two designs: **“Fancy Puppy”** which features floppy ears, and **“Glitter Puppy”** which features a heart pattern around one of the eyes, each coming in 2 different colors, for a total of 4 types. You will not know the color of the puppy until the box is opened.

For both who have raised a real pet and those not, this product contains our desire that you can experience the surprise, joy and excitement of the moment of an unexpected first encounter with a new family member.

The new type of pet “Hatchimals”, which was released worldwide in October 2016 and hatches from eggs held in your own hands, has shipped a cumulative total of roughly 5.1 million units globally as of September 2020, and this product is put forward as the next step “encounter beyond imagination.”

## How to play

— Meet —

- 1) Completely remove the outer box, then pull the tag on the top of the inner box all the way up.



“PRESENT PETS” outer box  
(Fancy Puppy)



2) The box will rock back and forth, and holes will gradually tear open from the inside. Then the box will tear open further...



3) Then what appears from inside the box is a puppy cutely moving its front paws.



It's nice to meet you.  
Pick it up from the box.

— Type —

There are two designs: “Fancy Puppy” and “Glitter Puppy”, each coming in 2 different colors, for a total of 4 types.

You will not know the color of the puppy until the box is opened!



Fancy Puppy

Features floppy ears



Glitter Puppy

Features a heart pattern around one eye





— Let's play! —



You can enjoy three types of communication with the puppy after it comes out of the box, including taking care, talking and playing games.

Take care of the puppy a lot and get friendly!

<Three ways to play>

- ★Take care...When you pet its head or stomach, it squeals in delight and flutters its front paws. It may present some hidden talents also?
- ★Talk...When you talk to it, it will reply in the “dog language” depending on how long you spoke.
- ★Game...A game to imitate the puppy barking. There are two levels. You win if you can imitate successfully 3 times.

“PRESENT PETS” will be released worldwide by Spin Master Ltd. (headquarters: Canada) under the product name “PRESENT PETS”, targeting roughly 45 countries and regions around the world. In Japan, we will localize and release it according to the Japanese specifications.

## <Product Outline>



“PRESENT PETS”  
Fancy Puppy

“PRESENT PETS”  
Glitter Puppy

Product Name: “**PRESENT PETS**”

Product Types: 2 types, 1. Fancy Puppy 2. Glitter Puppy

SRP: JPY 6,980 each (tax not included)

Launch Date in Japan: Thursday, October 1, 2020

Recommended Age: 6 years and up

Package Contents: Main unit × 1, necklace × 1, instruction manual (in the envelope) × 1

Batteries Required: 6 × AAA alkaline \*Built-in batteries

Dimensions: Approx. W 190 mm × H 240 mm × D 200 mm

Sales Target: 60,000 units (First year)

Sales Channels: Toy stores, toy sections of department stores/mass retailers in Japan, online stores,  
and TOMY Company’s official online store “Takara Tomy Mall”

([takaratomy.com](http://takaratomy.com)), etc.

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Official Website: [www.takaratomy.co.jp/products/presentpets](http://www.takaratomy.co.jp/products/presentpets)

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