

For Immediate Release



May 21, 2021

**New products from the “Jurassic World” series to be released as ANIA animal action figures!  
Recreate fierce dinosaur battles in the world of the animation  
“Jurassic World Camp Cretaceous”!**

## **Play Set “ANIA Jurassic World Camp Cretaceous Battle mountain”**

**To be launched Thursday, June 24, 2021**

～13 other products to be released simultaneously, including  
“ANIA Jurassic World Big dinosaur kingdom map” and single figures～

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release **“ANIA Jurassic World Camp Cretaceous Battle mountain” (SRP: JPY 7,920 tax included)**, a play set which recreates the world of “Jurassic World Camp Cretaceous,” an animation series exclusively available on Netflix, as a new product of the “ANIA” series, palm-sized animal action figures with one gimmick, on Thursday, June 24 at toy stores, toy sections of department stores and mass retailers throughout Japan, online stores, TOMY Company’s official online store “Takara Tomy Mall” ([takaratomymall.jp](http://takaratomymall.jp)), etc.



The third season of “Jurassic World Camp Cretaceous,” an animation series in the “Jurassic World” franchise, starts streaming on Netflix today, Friday, May 21. This product is a part of the “dinosaur series” that has been very popular among “ANIA” action figures, with which you can recreate fierce scenes from the show in your hands. With your families and friends, enjoy the product and the show together during your time at home.



### **Recreate battles from the show!”ANIA Jurassic World Camp Cretaceous Battle mountain”**

**“ANIA Jurassic World Camp Cretaceous Battle mountain”** is a play set with which you can recreate fierce dinosaur battles by moving the action figures on the battle stage with the battle levers shaped like a dinosaur foot. The pedestals to place action figures on and the battle levers are equipped with magnets, and the action figures can be moved freely by moving the battle levers. In addition, the product features a lookout, which collapses when hit by a dinosaur to let lava balls roll into the stage, spin attacks with which you can attack the opponent by quickly turning a battle lever, and a gimmick for attacking the opponent from outside the stage, so you can play alone or fight another player. The large Jurassic Mountain, one of the parts that add more excitement to the battle stage, stands tall with a height of more than 30 cm and a gate that can be opened. You can combine and play with the products in the series to be released simultaneously. Combining the products will broaden the world and allow you to be immersed in the “Jurassic World.” The set comes with three action figures of dinosaurs that play main roles in the show.

## Product Outline

Launch Date in Japan: Thursday, June 24, 2021

Recommended Age: 3 years and up

Sales Channels: Toy stores, toy sections of department stores/mass retailers throughout Japan, online stores, TOMY Company's official online store "Takara Tomy Mall" ([takaratomymall.jp](https://www.takaratomymall.jp)), etc.

Official Website: <https://www.takaratomy.co.jp/products/ania/products/jurassicworld>

Product Name: **ANIA Jurassic World Camp Cretaceous Battle mountain**

SRP: JPY 7,920 (tax included)

Package Contents: Battle stage × 1, Battle lever × 2, Dinosaur pedestal × 2, Lookout × 1, Jurassic Mountain × 1, Mountain stand × 2, Lava ball × 3, Ankylosaurus × 1, Bumpy × 1, Carnotaurus (Toro) × 1

Dimensions: Battle stage: (W) 235 × (H) 67 × (D) 325 mm

Jurassic Mountain: (W) 490 × (H) 350 mm

Figures: 40 – 145 mm in length

Sales Target: 50,000 units

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### Other Products in the Series

In addition, 13 products including a play set, figures, and gift sets will be released simultaneously as new products in the ANIA "Jurassic World" series. \* The ANIA "Jurassic World" series is a popular series launched in 2018.

#### ■Play Set

Product Name: **ANIA Jurassic World Big Dinosaur Kingdom Map**

SRP: JPY 4,400 (tax included)

Package Contents: Isla Nublar map × 1, Volcano (main unit) × 1, Volcano (cliff) × 1, Lava ball × 3, Cage × 1, Fern leaves × 2, Fern tree (large) × 1, Fern tree (small) × 1, Fern pedestal × 2, T. rex (wild ver.) × 1, Owen × 1

Dimensions: Map W 940 × D 1200 mm

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Product Features: This play set comes with a giant map with which you can enjoy the world of "Jurassic World" to your heart's content. The giant map exceeding 1 meter features Isla Nublar, the setting of "Jurassic World." The volcano is equipped with an eruption gimmick; set the lava balls in the crater and press the switch on the cliff to make the lava balls pop out. You can enjoy a thrilling play with the cage, where a dinosaur jumps out by breaking the cage when you press the switch at the back. The set also features scenery parts such as fern trees. The map also depicts locations, vehicles, and dinosaurs that appear in the show. You can start playing right away with the included figures of Owen, the protagonist, and T. rex (wild ver.).

■ **Figures** (10 types of single figures, 2 types of gift sets)

TOMY Company will release 10 types of single figures, including Pteranodon and Stegosaurus, key dinosaurs that appear in the Jurassic World series. (Six types\*1 are new releases, and other four types\*2 are figures that had been sold previously, now in new packaging specific to “Jurassic World.”)

TOMY Company will also release two types of gift sets, each of which includes three dinosaurs that were featured in the 2015 film “Jurassic World” and the 2018 film “Jurassic World: Fallen Kingdom,” as “ANIA Jurassic World Isla Nublar island decisive battle set” and “ANIA Jurassic World Confrontation with the strongest gene dinosaur set.”

Product Name: **ANIA Jurassic World single figures**

Product Types: 10 types

SRP: JPY 1,100 each (tax included)

Package Contents: Main unit × 1

Dimensions: 122 – 219 mm in length

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\*2 Jurassic World franchise © Universal City Studios LLC and Amblin Entertainment, Inc. Series

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[New product samples \*1]



[Samples of products with new packaging \*2]

Product Name: **ANIA Jurassic World Isla Nublar Island Decisive Battle Set**

SRP: JPY 2,420 (tax included)

Package Contents: T. rex × 1, Mosasaurus × 1, Indominus Rex × 1

Dimensions: 159 – 173 mm in length

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Product Name: **ANIA Jurassic World Confrontation with the Strongest Gene Dinosaur Set**

SRP: JPY 2,420 (tax included)

Package Contents: Blue × 1, Indoraptor × 1, Allosaurus × 1

Dimensions: 138 – 162 mm in length

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\* These products were planned and produced by TOMY Company, Ltd. based on a licensing agreement with NBCUniversal Entertainment Japan.

## What is “ANIA”?



The “ANIA” series was launched in 2013 and features a range of hand-held size animal action figures with the gimmick of being able to be moved and played with. The products are designed as a “3D animal picture book” to stimulate intellectual interest in children who want to know more about the characteristics and types of different animals. These toys are created not just for displaying but based on the concept of animal action figures to be moved and played with. Their hand-held size, movable gimmick action feature and detailed molding have made them popular, and to date more than twelve million units have been sold in Japan and overseas (series total; as of October 2020).

The “ANIA” series toys have also received “Guide Dog Mark” certification as “accessible design toys” that children with visual disabilities can enjoy. The series won the Grand Prize in the Accessible Design Toys category at the 2013 Japan Toy Awards.

(1) Hand-held size: Designed to fit perfectly in the palm of a child, the “ANIA” series toys are easy to handle and play with.

(2) Movable gimmick action feature: All “ANIA” series toys feature a movable part that is characteristic of each animal (e.g. a lion that opens its mouth, an elephant that sways its trunk, a giraffe that moves its neck, and a lesser panda that moves its tail). Children can intuitively understand the characteristic part of each animal and play with them by recreating typical poses such as a giraffe reaching up to eat leaves from a tree or a crocodile opening its jaws to catch prey.

(3) Detailed molding: All animals in the “ANIA” series are designed without sharp protrusions to ensure safety of play and are shaped to be appealing to children, in addition to which close attention to detail is paid to coloring and molding to recreate the look of the animal’s skin, feel of its fur, shape of its limbs, appearance of its paw pads, etc.

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

Official Twitter: [@toy\\_ania](https://twitter.com/toy_ania)

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