



For Immediate Release

May 31, 2021

The fifth work of the “Girls x Warrior Series,”
a widely popular special effects TV drama series

“Bitfriends×Heroine Kiramekipowers!”

Starts airing on Sundays at 9 a.m. from July 11,
on the network of six broadcast stations affiliated with TV TOKYO!

Toys with which you can enjoy playing transformation
and special moves available soon!

“Kirapawa Change DX,” “Kirapawa Baton”
and more to be launched in early July 2021!

TOMY Company, Ltd.



<Key visual>



<Kirapawa Change DX>



<Kirapawa Baton>

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, Katsushika-ku, Tokyo) is in charge of producing the original story of “Bitfriends×Heroine Kiramekipowers!,” a special effects TV drama series, jointly with OLM, Inc., a video production company, as well as the sales and development of related toys.

As the first products of the toy series, related toys such as “Kirapawa Change DX” (SRP: JPY 6,380/tax included), which “Kiramekipowers” heroines use when transforming in the drama, a special attack item “Kirapawa Baton” (SRP: JPY 6,380/tax included), and “Talking Himenyan” (SRP: JPY 7,150/tax included), a talking stuffed toy that you can take care of, will be launched in early July 2021 at toy stores, toy sections of department stores and mass retailers in Japan, online stores, TOMY Company’s official online store “Takara Tomy Mall” takaratomymall.jp, etc.

“Bitfriends×Heroine Kiramekipowers!,” the fifth work of the “Girls x Warrior Series,” will start airing from July 11 at 9 a.m. on Sundays on broadcasting stations affiliated with TV TOKYO. “Bitfriends×Heroine Kiramekipowers!” protects the world from an evil empire out of the world of video games that has invaded the human world, and puts sparkle to darkness. This is a story of “Kiramekipowers” who puts dazzling sparkle to “Yamee,” people who have been engulfed in darkness because of the evil “Makkura Empire,” and turns them back to their normal selves. The girls later become “Bitfriends” with those who regained their normal selves, and together with the new friends, they will take the fight to “the Dark Witch” who leads the enemy empire.

In addition, “KirapawaTube,” a series of YouTube videos to be released on a regular schedule, will start from Sunday, July 4 on “Takara Tomy Channel,” TOMY Company’s official YouTube channel. Original videos of “Kiramekipowers” trying a variety of projects as video creators will be released regularly. Stay tuned for a new side of “Kiramekipowers,” different from their acting in the drama.

“Bitfriends×Heroine Kiramekipowers!” Introduction of main toys

Items used by “Kiramekipowers” in the drama and character items will be launched in early July 2021. Toys incorporating state-of-the-art technologies for linked data broadcasting will also appear.

Launch Date in Japan: Early July 2021

Recommended Age: 3 years and up

Sales Channels: Toy stores, toy sections of department stores/mass retailers in Japan and online stores, etc.

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Toys Website: www.takaratomy.co.jp/products/kiramekipowers/

★“Kirapawa Change DX”

(SRP: JPY 6,380/tax included)

Play transformation by skillfully inserting a Kirapawa Memory and using a sliding gimmick!

You can enjoy playing transformation into Kirari and Yuzuki, two of the characters in “Kiramekipowers.” Insert a Kirapawa Memory into the Kirapawa Change and slide the ring cover to change the illustration on the Kirapawa Memory, starting a transformation. You can play transformation with different music, lines, and lighting effects for Kirari and Yuzuki. The item is designed for use in two ways, so that you can hold it in your hand or wear it on your arm. Kirapawa Change DX comes with a Kirapawa Change and seven Kirapawa Memories.



<Kirapawa Change DX>

★“Kirapawa Baton”

(SRP: JPY 6,380/tax included)

Turn the ball-shaped part to select a mode! Flick! Twirl! Play with special moves!

With this item, you can enjoy reenacting Kirari and Yuzuki’s special moves from “Kiramekipowers.” You can perform a variety of special move actions, such as flicking and twirling the Kirapawa Baton. Turn the ball-shaped part in the middle to select a mode. The Kirapawa Baton will play the music for “Bitfriends Dance,” so you can perform to the music using the Kirapawa Baton. By swapping out the included emblems, you can play as Kirari or Yuzuki. In the “Communicate with TV” mode, you can enjoy playing with the toy while watching television, by linking it to the TV video during the broadcast.



<Kirapawa Baton>

★“Talking Himenyan”

(SRP: JPY 7,150/tax included)

The light on the forehead shows her mood! Enjoy taking care of “Himenyan”!

With this talking stuffed toy, you can take care of “Himenyan,” a cute friend of “Kiramekipowers.” With a stuffed toy exactly like the one in the drama, you can enjoy taking care of Himenyan. The color of the star on Himenyan’s forehead shows her mood, and the more you play with her and take care of her with the included milk, strawberry, and hairbrush, the more she will talk. You can also register your name so Himenyan will call your name. (Total length is approximately 23 cm.)



<Talking Himenyan>



A regularly scheduled YouTube video series “KirapawaTube” will start from Sunday, July 4 on “Takara Tomy Channel,” TOMY Company’s official YouTube channel. Original videos of “Kiramekipowers” trying a variety of projects as video creators will be released regularly. This is the second series of videos after “LovepatrinaTube.” Ahead of the new series, collaboration episodes of “Lovepatrina × Kirapawa” will be released for five consecutive days starting from Monday, May 31 on “LovepatrinaTube.” One special story per day will be streamed, as well as exclusive information on Kiramekipowers.



[Video Overview]

Title of the Video Series: “**KirapawaTube**”

www.youtube.com/playlist?list=PLhWipIfRhqz0tLftVQ1JVYqCgmTuee1e4

* KirapawaTube will start streaming on Sunday, July 4.

Until then, episodes of LovepatrinaTube” will be streamed.

Air Time: Approximately 5 – 10 minutes per episode

Airing Start Date: Starts regularly scheduled streaming from Sunday, July 4, 2021 on “Takara Tomy Channel”

©Episode 1: [KirapawaTube] Kirapawa Emergency Press Conference!?! Featuring Introductions and Dancing! (To be released on July 4)

* The release date of the episode 2 will be announced at the end of the episode 1.

Announcement of the next episode will be made within each video for the episode 3 and after as well.

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