

For Immediate Release



August 20, 2021

TV Animation “Demon Slayer: Kimetsu no Yaiba”

Entertainment District Arc to air in 2021!

A total of **15** types of **“Demon Slayer: Kimetsu no Yaiba”** items make an appearance from the TOMY Group!

“The Game of Life” “Pop-Up Pirate”

“TOMICA” “Felt sewing machine”

“Marble Sticker” “Pop-Up Pirate Mini”

To be launched successively on Saturday, October 2, 2021

TOMY Company, Ltd.

The TOMY Group (TOMY Company, Ltd.; Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release regular products such as **“Demon Slayer: Kimetsu no Yaiba The Game of Life”** (SRP: JPY 4,950/tax included), **“Demon Slayer: Kimetsu no Yaiba Pop-Up Pirate Nezuko”** (SRP: JPY 2,530/tax included) and **“Demon Slayer: Kimetsu no Yaiba TOMICA vol. 3”** (SRP: JPY 880 each/tax included) as well as a total of 15 types of new products in TV animation **“Demon Slayer: Kimetsu no Yaiba”** including **“Felt sewing machine Demon Slayer: Kimetsu no Yaiba”** (SRP: JPY 6,578/tax included) with which you can sew with no thread, sticker maker **“Marble Sticker Demon Slayer: Kimetsu no Yaiba”** (SRP: JPY 3,850/tax included) and **“Demon Slayer: Kimetsu no Yaiba Pop-Up Pirate Mini 2nd”** (5 types SRP: JPY 1,078 each/tax included, sales agent: T-ARTS Company) successively from Saturday, October 2 at toy stores, toy sections of department stores/mass retailers in Japan, the specialty store for TOMICA products “TOMICA shop”(*), online stores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc. (The date and time for starting to take pre-orders vary by store.)

(*):“TOMICA shop” carries “Demon Slayer: Kimetsu no Yaiba TOMICA vol. 3” only.

In 2021 during which the airing of TV Animation “Demon Slayer: Kimetsu no Yaiba” Entertainment District Arc has been decided, the TOMY Group lines up products that both children and adults can enjoy with their family or friends.





“Demon Slayer: Kimetsu no Yaiba The Game of Life” (upper left) “Demon Slayer: Kimetsu no Yaiba Pop-Up Pirate Nezuko” (upper right)

“Demon Slayer: Kimetsu no Yaiba TOMICA vol. 3” (lower left)

“Felt sewing machine Demon Slayer: Kimetsu no Yaiba” (lower middle)

“Marble Sticker Demon Slayer: Kimetsu no Yaiba” (lower right)

“Demon Slayer: Kimetsu no Yaiba” new product information

■“Demon Slayer: Kimetsu no Yaiba The Game of Life”



Under the theme of the “demon-busting story told by spinning the roulette wheel,” this game makes you experience the story from the TV series “Tanjiro Kamado, Unwavering Resolve Arc” to “Mugen Train Arc” animated film. The concept of “刻” of day and night has been incorporated in the game. Each time a player lands on the “刻” card square, the day and the night switches. Rules unique to “Demon Slayer: Kimetsu no Yaiba” are contained in the game, including the rule that demon hunting events basically take place only at night.

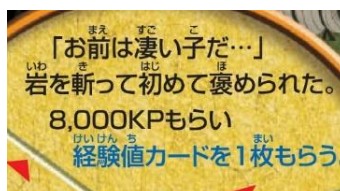
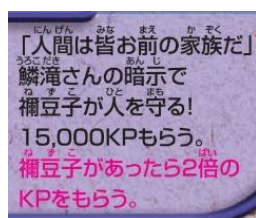
◆More than 50 characters are featured in total! Experience demon hunting by spinning the roulette!

You can choose among a total of 12 characters, which consist of three main characters “Tanjiro Kamado,” “Zenitsu Agatsuma” and “Inosuke Hashibira” and nine “Hashiras,” as a player character. More than 50 characters appear in the entire game to enliven the game. A player spins the wheel, moves forward and collects “Kokyu (breathing) Point” (KP) while experiencing the story. On the way, events where you try to hunt demons by spinning the roulette wheel take place (15 demons make an appearance).

◆With squares stating lines in the animation and “Experience Cards” depicting famous scenes, you feel the world view of the animation!

The contents of the squares are based on the story of the animation, and many impressive lines also appear. In addition, “Experience Cards” appearing in the game depict 50 types of famous scenes in the animation in total. As the game progresses, you can enjoy while imagining various scenes of “Demon Slayer: Kimetsu no Yaiba.”

[Example of squares]



[Example of Experience Cards]



◆Get strong by collecting “Kokyu Points”! There are also “Ally Cards,” which provide you various supports, and “Nezuko Cards”!

In this game, players get strong by gathering not money but “Kokyu Points” (KP). Furthermore, you can receive a variety of supports by getting “Ally Cards,” and if you have a “Nezuko Card” on hand, you can get the upper hand in demon hunting.

<Product Outline>

Launch Date in Japan: Saturday, October 2, 2021

SRP: JPY 4,950 (tax included)

Recommended Age: 12 years and up

Package Size: W 504 × H 75 × D 297 mm

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[Nezuko Card]



[Example of Ally Cards]

■“Demon Slayer: Kimetsu no Yaiba Pop-Up Pirate Nezuko”

◆Nezuko pops up!

The Demon Slayer: Kimetsu no Yaiba” version of “Pop-Up Pirate” makes an appearance. Each player inserts one sword in a Japanese sword motif into the barrel at a time, and a player who has Nezuko pop out wins.

<Product Outline>

Launch Date in Japan: Saturday, October 2, 2021

SRP: JPY 2,530 (tax included)

Recommended Age: 4 years and up

Dimensions: W 120 × H 140 × D 120 mm

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■“Demon Slayer: Kimetsu no Yaiba TOMICA vol. 3”

◆The third product of “Demon Slayer: Kimetsu no Yaiba TOMICA”! “Sanemi Shinazugawa,” “Mitsuri Kanroji,” “Obanai Iguro” and “Tengen Uzui” versions arrive!

This is the third product in original designs inspired by characters that appear in TV animation “Demon Slayer: Kimetsu no Yaiba,” and four types of cars inspired by “Sanemi Shinazugawa,” “Mitsuri Kanroji,” “Obanai Iguro” and “Tengen Uzui” are now available. The miniature cars incorporate the patterns of haori (short traditional overcoat) and the designs of Nichirin Swords and embossed on the back with the character for “滅,” just like uniform of the Demon Slayer Corps.

“Demon Slayer: Kimetsu no Yaiba TOMICA vol. 3 11 Sanemi Shinazugawa”

Car main unit: HONDA CIVIC TYPE R

The main unit was decorated with scars on his body and face, and the design of Nichirin Sword was depicted on the sides. The character for “滅,” which was depicted on the Demon Slayer Corps uniform, is embossed on the back.



“Demon Slayer: Kimetsu no Yaiba TOMICA vol. 3 12 Mitsuri Kanroji”

Car main unit: NISSAN FAIRLADY Z

The design inspired by her hairstyle was depicted on the hood, and the design of the hilt and guard of Nichirin Sword was depicted on the sides. Moles next to the lights are also an attractive feature. The character for “滅,” which is depicted on the Demon Slayer Corps uniform, is embossed on the back.



“Demon Slayer: Kimetsu no Yaiba TOMICA vol. 3 13 Obanai Iguro”

Car main unit: MITSUOKA Orochi

Based on the image of Snake Hashira, and MITSUOKA Orochi was selected. The body in white x black was inspired by his haori, and a snake that slithers on his shoulders was depicted on the sides.



“Demon Slayer: Kimetsu no Yaiba TOMICA vol. 3 14 Tengen Uzui”

Car main unit: TOYOTA CROWN

Just like extravagant Tengen Uzui, the multicolor design was painted on the car. The tires were inspired by his arm rings, his forehead protector studded with decorative accessories was depicted at the front and on the sides, and the silhouette of Nichirin Sword was pictured on the roof. The character for “滅,” which is depicted on the Demon Slayer Corps uniform, is embossed on the back.



<Product Outline>

Launch Date in Japan: Saturday, October 16, 2021

SRP: JPY 880 each (tax included)

Recommended Age: 3 years and up

Dimensions: W 30.5 × H 23 × D 71.7 mm (example: size of Sanemi Shinazugawa)

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■ “Felt sewing machine Demon Slayer: Kimetsu no Yaiba”



◆ Sewing machine for children, with which you can sew small items of “Demon Slayer: Kimetsu no Yaiba” characters with no thread!

With “Felt sewing machine,” if you lay special felted fabrics, set them to the main unit and pass a needle into them multiple times, then fibers of the felts intertangle and the fabrics can be seamed with no thread. The “Demon Slayer: Kimetsu no Yaiba” ver. of the toy is now available. This product enables you to make a total of seven small items such as a “Tanjiro Kamado” pouch and “Nezuko Kamado” charm.

◆ If you buy a special felt set sold separately, you can make many small items of popular characters!

Two types of special felt sets sold separately are also released simultaneously. You can make cute small item such as mascots and charms of characters with “Many Characters Set exclusively for Felt sewing machine Demon Slayer: Kimetsu no Yaiba,” and create very useful small items that can be actually used in your daily life including tote bags and sacoches with “Full Going Out Set exclusively for Felt sewing machine Demon Slayer: Kimetsu no Yaiba.” Both products lavishly contain 12 pieces of special felts.

<Product Outline>

Launch Date in Japan: Saturday, October 2, 2021

Recommended Age: 6 years and up

Product Name: “Felt sewing machine Demon Slayer: Kimetsu no Yaiba”

SRP: JPY 6,578 (tax included)

Dimensions: W 205 × H 205 × D 113 mm

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Product Name: “Many Characters Set exclusively for Felt sewing machine Demon Slayer: Kimetsu no Yaiba”

“Full Going Out Set exclusively for Felt sewing machine Demon Slayer: Kimetsu no Yaiba”

SRP: JPY 2,200 each (tax included)

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Left: Many Characters Set

Right: Full Going Out Set

■ “Marble Sticker Demon Slayer: Kimetsu no Yaiba”

◆ You can make 48 stickers with characters of Demon Slayer: Kimetsu no Yaiba!

Using this hand-made kit, you can make 48 marble stickers depicting characters, motifs, etc. of Demon Slayer: Kimetsu no Yaiba. You can create shiny, lovely stickers by just setting a guide plate, clear parts and a flake sticker to the main unit and pressing the button. A message & profile card is included.

<Product Outline>

Launch Date in Japan: Saturday, October 2, 2021

SRP: JPY 3,850 (tax included)

Recommended Age: 6 years and up

Dimensions: W 40 × H 70 × D 95 mm

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You can make stickers of a total of 14 characters, including Tanjiro Kamado, Nezuko Kamado, Zenitsu Agatsuma and Inosuke Hashibira and Hashiras such as Giyu Tomioka, Shiobu Kocho and Kyojuro Rengoku!

■ “Demon Slayer: Kimetsu no Yaiba Pop-Up Pirate Mini 2nd”

◆ From “Pop-Up Pirate Mini,” the second product of “Demon Slayer: Kimetsu no Yaiba” arrives!

This is the second product following on from the first product “Tanjiro” and “Nezuko.” This time, five characters “Zenitsu,” “Inosuke,” “Kyojuro,” “Shinobu” and “Giyu” make an appearance. When players insert an included sword in turn, a character pops up from the barrel.

<Product Outline>

Launch Date in Japan: scheduled in December 2021

Sales Agent: T-ARTS Company, Ltd.

SRP: JPY 1,078 each (tax included)

Recommended Age: 6 years and up

Dimensions: W 55 × H 90 × D 55 mm

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[Common Information]

Sales Channels: Toy stores, toy sections of department stores/mass retailers in Japan, the specialty store for TOMICA products “TOMICA shop,”* online stores, and TOMY Company’s official online store “Takara Tomy Mall” (takaratomy.com), etc.

(*) “TOMICA shop” carries “Demon Slayer: Kimetsu no Yaiba TOMICA vol. 3” only.

Official Website: TOMY Company “Demon Slayer: Kimetsu no Yaiba” website www.takaratomy.co.jp/products/kimetsu
T-ARTS Company www.takaratomy-arts.co.jp/specials/kimetsu/

* Information on “Demon Slayer: Kimetsu no Yaiba Pop-Up Pirate Mini 2nd” will be put up on or after Wednesday, December 1, 2021.

■ About TV Animation “Demon Slayer: Kimetsu no Yaiba”

The TV animation was created based on the comic series written and illustrated by Koyoharu Gotōge that is published in SHUEISHA’s Jump Comics, whose cumulative circulation of the original individual books, volumes 1 - 23, has topped over 150 million copies. The animation began airing in April 2019, starting with an episode in which Tanjiro Kamado, a boy whose family was slaughtered by demons, sets off to become Demon Slayer so he can turn his younger sister, Nezuko, who became a demon back into a human. A sorrowful tale of siblings in which the fates of humans and demons, action-packed sword fighting, and the occasional comic moments between characters, captivating the hearts of fans not only in Japan but also around the worldwide. “Mugen Train Arc” a story that continues after the TV series “Tanjiro Kamado, Unwavering Resolve Arc” played in theaters as an animated film from October 16, 2020, and the airing of TV animation “Entertainment District Arc” in 2021 has been decided.

Official Website: kimetsu.com

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For product inquiries from consumers, please contact:

TOMY Customer Service (Japanese only) Tel: 0570-041031 (Navi-Dial)

T-ARTS Customer Service (Japanese only) Tel: 0570041173 (Navi-Dial)