

For Immediate Release

Santa Claus Trainees Take Their Final Exam in a March to Kiddy Land Harajuku Cat Street

## **77 Santa Claus Apprentices Delight Holiday Shoppers on Omotesando!**

Sunday, November 28, 2010, 15:30, Under the Auspices of the Santa Claus Academy

Tokyo, Japan, November 29, 2010: TOMY Company, Ltd. (President, Kantaro Tomiyama), is proud to report the successful participation of TOMY Group employees in the Santa Claus Training Course on November 28<sup>th</sup>, taught by Masaki Azuma, president of the Santa Claus Academy. TOMY's participation was part of the larger mission of TOMY to deliver dreams to all children.

The Santa Claus Academy began in 1980 as simple course within the Tokyo Metropolitan Recreation Association but since 2004 has expanded to the present day Academy. According to Mr. Azuma, the purpose of the training is to go beyond just teaching the students to hand out presents. When they are finished, they understand how to interact with children in a jolly and playful way that is expected of Santa Claus. Santa Claus should help deliver the dreams of children, and therefore should understand the importance of children's dreams.

This year's academy had 77 participants, including a group of TOMY employees, spent the day learning all the Santa principles. They spent the morning hearing lectures on "The foundations of Santa" and "Santa's mannerisms." In the afternoon they learned "How to give a present," "How to make an entrance" and "How to answer children's 'Santa' questions." The final exam for the course was a full dress practical exam in the middle of Tokyo's fashionable Omotesando district. In order test that the Santa apprentices know how to properly bring smiles and excitement to the children looking forward to Christmas, they tried out their Santa skills smiling, "ho-ho-ho"-ing and "Merry Christmas"-ing at Tokyoites as they made a march down Omotesando avenue in full Santa dress, making their way to the renowned toy store and popular tourist attraction, Harajuku Kiddy Land, Cat Street Store<sup>1</sup>, just off Omotesando avenue. With Rudolph still on vacation until Christmas Eve, the path for the Santa Apprentices was lit up by TOMY's new *Kinopuyo* animatronic nightlight<sup>2</sup> which each apprentice was carrying.

Upon their arrival to Kiddy Land, the Santas-in-training were met by 4-year old twin boys who helped them arrange their *Kinopuyo* lights on the special "*Kinopuyo* Christmas Tree" in front of the store. The manager of Kiddy Land, Koichi Shiotani, spoke at the event, stating "Kiddy Land's corporate motto is 'for the human smile.' We want to help our customers find fun and heartwarming gifts which are full of dreams. We can help people express themselves and bring smiles to the children of the world." The store was full of families out together on a Sunday afternoon and they were very excited to see the throng of Santa Apprentices and many waved, shook hands and took photos together with the jolly, red-suited bunch.



**77 Santa Claus Apprentices  
at Kiddy Land Harajuku**

The Academy participants also expressed their reasons for wanting to learn the ways of Santa: "Santa Clause brings dreams to children and I want to be able to do this in many Christmas events," said a fifty year old social

<sup>1</sup> Kiddy Land is temporarily located on Cat Street, just around the corner from the original flagship store's location while the original Kiddy Land Building undergoes a major reconstruction. The new Kiddy Land Building is scheduled to reopen in the summer of 2012.

<sup>2</sup> *Kinopuyo* is a nightlight in the shape of a cute mushroom character which lights up and sways when activated by its vibration sensor. Full details are available in a separate press release.

services worker. A forty year old TOMY employee commented, “My first child was born this year so I think it will help me understand how to have fun with him. Plus, learning how to have fun will help me in my job developing toys.”

In the world today, people need happiness and cheer and for children, their dreams at Christmas time is something to look forward to each year. The smiles that children experience upon meeting Santa Claus is something worth promoting. At the TOMY group of companies we want to continue bringing dreams and excitement and promoting communication between friends and family by producing quality toys and entertainment content for children and adults around the world.

**Santa Claus Academy Program**

When: Sunday, November 28, 2010, 10:30-17:00

Where: Hotel Ibis Roppongi, 4F Ibis Hall

Time	Program	Place
10:30-13:00	Opening Ceremony Academy begins: -The fundamental principles of Santa Claus, etc. -A special Santa Lunch -How to Become Santa Claus	Hotel Ibis, 4F Ibis Hall 7-14-7, Roppongi, Minato-ku, Tel: 03-3404-3291
15:00	Depart hotel by Hato Bus for Omotesando	
15:15	March down Omotesando avenue	Intersection of Aoyama & Omotesando avenues
15:30	Visit Kiddy Land toy store	Kiddy Land, Cat Street Store in Omotesando
15:45	Depart Kiddy Land by Hato Bus for Tokyo Tower	Cranes 6142 Bldg., 6-14-2 Jingu-mae, Shibuya-ku, Tokyo. Tel: 03-3409-3431)
16:15	Commemorative photos at Tokyo Tower	Tokyo Tower
16:25	Depart Tokyo Tower by Hato Bus for Hotel Ibis	4-2-8, Shiba-Park, Minato-ku
16:45	Closing Ceremony	Hotel Ibis, 4F Ibis Hall
17:00	End	7-14-7, Roppongi, Minato-ku, Tel: 03-3404-3291

**The Santa Claus Apprentice March on Omotesando**

When: Sunday, November 28, 2010, 15:30-15:45

Where: Kiddy Land, Cat Street Store in Omotesando  
Cranes 6142 Bldg., 6-14-2 Jingu-mae, Shibuya-ku, Tokyo.

Events: Santa Claus Apprentices and children complete the “*Kinopuyo* Christmas Tree”  
Greetings from Kiddy Land Store Manager, Mr Koichi Shiotani  
Photo session with *Kinopuyo* covered Christmas Tree in background



**Santa Claus Apprentices Arriving at Kiddy Land**



**Santa Claus Apprentices pose for a group photo**

About The Santa Claus Academy

The Santa Claus Academy began more than 20 years ago by the Tokyo Metropolitan Recreation Association (formerly the Tokyo Metropolitan Recreation League). It is open to all who agree to abide by the Academy's guidelines and to comport themselves honestly and fairly. Masaki Azuma is President of The Santa Claus Academy and also teaches the participant how to become an authentic and jolly Santa Claus.



**Santa Claus Lecture: The Foundations of Santa Claus**



**Santa Claus Practical Exam: A March through town.**

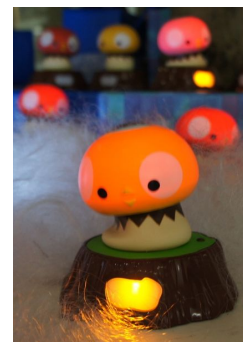
About Kinopuyo

*Kinopuyo* is a nightlight in the shape of a cute mushroom character which lights up and sways when the vibration sensor detects movement through its tree trunk shaped base. Common actions such as putting down a set of keys or even a door closing can set off *Kinopuyo*'s heartwarming action. *Kinopuyo* is just right for an entranceway, hallway or beside the bed. The name is a play on the Japanese words kinoko (mushroom), puyo-puyo (soft, like jelly) and piyo (onomatopoeia for the chirp of a baby chick). *Kinopuyo* was developed with a mix of both practicality (as a useful nightlight) and a Spirit of Fun. This is the same spirit of fun from the company which created such world-wide sensations as Rock N Flower (1988), MusiCan (1990) and MicroPets (2002).

- Product Name: *Kinopuyo*
- Suggested Retail Price: 3 colors: *Fall in Love Pink, Happiness Red and Cheerful Yellow.*
- Product Size: JPY 2,499, incl. 5% Japan consumption tax
- Date on Sale in Japan: (W)115 × (H)120 × (D)110 mm
- Recommended Age: November 18, 2010 (International launch is still TBA)
- Copyright: 8 years +
- Batteries Required: (C) TOMY
- Battery Life: 3 x AA Alkaline batteries (batteries sold separately)
- Website: Approx. three months (Based on 10 activations/day in Steady Mode. Results may vary depending on battery brands and other variables.)
- http://www.takaratomy.co.jp/products/kinopuyo/



**A Santa Apprentice completes the *Kinopuyo* Christmas Tree**



**A *Kinopuyo* lights up**

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