

For Immediate Release

November 7, 2019

## “Incomparable Toys” for an Exciting First Reiwa Era

**Christmas**  
at **Home** are...

New toy trends

The hottest developments in sports

# Surprise & Sports

On Friday, November 29, TOMY Company will launch a promotional campaign on

TOMY Company, Ltd.

It is finally time for the long-awaited and festive year-end and New Year holiday season beginning with Christmas. The TOMY Group (TOMY Company, Ltd.; Representative Director, President & COO: Kazuhiro Kojima/headquarters: Katsushika-ku, Tokyo) announces successive release of products that offer enjoyment with family and friends, and toys recommended as presents, particularly at this time of year full of gatherings with others. These products will be successively launched (\*part of them are already launched) at venues such as toy stores, toy sections of department stores/mass retailers in Japan, online stores and TOMY Company’s official online store “Takara Tomy Mall” ([takaratomymall.jp](http://takaratomymall.jp)). On Friday, November 29, TOMY Company will launch a promotional campaign on its official Twitter page offering toys as prizes ([twitter.com/takaratomytoys](https://twitter.com/takaratomytoys)).

This year we hope that you will have an enjoyable season complete with plenty of conversation as you have fun with toys that bring delight to those of all ages, boys and girls as well as men and women. In addition to our “**surprise & caring toys**” representing new trends in toys and our “**sports-themed toys**” featuring sports themes that are currently attracting considerable attention, our toy categories also include “**movie and television show-themed toys**” featuring popular movie and TV characters and slated for successive release, “**long-standing toys that are the perfect choice when at a loss for what to buy**” popular with children, “**edutainment toys that make learning fun**” including programming skills, and “**toys that bring parties to life.**”



### [ Lineup of Christmas toys recommended by the TOMY Group ]



#### Surprise & caring toys

This toy category features trendy “surprise toys” that elicit pleasant amusement as they are delightfully raised upon being opened.



#### Sports-themed toys

Everyone has lots of fun with these toys themed on much-talked-about sports at gatherings during the Christmas, year-end and New Year’s holidays.



#### Movie and television show-themed toys

These toys feature popular characters from movies and television shows, amid successive releases of popular movies.



#### Edutainment toys that make learning fun

Make learning fun with these toys that help children learn increasingly valuable programming and English language skills.



#### Long-standing toys that are the perfect choice when at a loss for what to buy

These toys are long-standing favorites familiar to all, making them the perfect choice when at a loss for what present to buy.



#### Toys that bring parties to life

Generate excitement with cooking toys that make food preparation fun and other popular items, all suitable for party-like gatherings.



★TOMY Company's official website now contains special online content featuring Christmas presents, released to popular acclaim. [www.takaratomy.co.jp/xmas2019](http://www.takaratomy.co.jp/xmas2019)

Overview of the Christmas present promotional campaign on TOMY Company's official Twitter page



**Duration:** Friday, November 29 to Sunday, December 8, 2019

**Details:** Fantastic toys are being offered as prizes. Those who follow TOMY Company's official Twitter account ([twitter.com/takaratomytoys](https://twitter.com/takaratomytoys)) and re-tweet content from that page are entered into a drawing where winnings are instantly revealed.

\* Further details regarding the campaign will be released via Twitter at a later date (details are subject to change without notice).

## Surprise & caring toys

First place in the variety category of "2019 Christmas toys selected by toy stores"



This is a surprise pet for children to take care of that evolves. It is a mysterious creature that loves singing and dancing, and whose appearance and behavior change as it grows.

### **"Rizmo"**

Now on sale for JPY 7,980 (tax not included)

[www.takaratomy.co.jp/products/rizmo](http://www.takaratomy.co.jp/products/rizmo)

© TOMY

This toy owl can be taught to fly.

### **"Tonde!Owlee"**

JPY 6,980 (tax not included)

Now on sale

[www.takaratomy.co.jp/products/owleez](http://www.takaratomy.co.jp/products/owleez)

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This is a caring plush toy that adorably "sleeps" with its eyes closed. **"Dakkosite Nerun (Cozy Dozy)"** Now on sale for JPY 5,980 (tax not included)

[www.takaratomy.co.jp/products/nerun](http://www.takaratomy.co.jp/products/nerun)

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This is a popular toy series fueling the boom in the popularity of "surprise toys."

**"L.O.L. Surprise! Makeover Series Hairgoals2"** (left)

**"L.O.L. Surprise! Makeover Series Fuzzy Pets"** (right)

Now on sale for JPY 3,280 (left) / JPY 2,600 (right) (tax not included)

[www.takaratomy.co.jp/products/lol](http://www.takaratomy.co.jp/products/lol)

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These Hatchimals hatch repeatedly and grow taller.

### **"Hatchimals WOW"**

JPY 12,800 (tax not included)

To be released on November 9

[www.takaratomy.co.jp/products/woomo](http://www.takaratomy.co.jp/products/woomo)

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## Sports-themed toys



This evolving boxing toy marks the revival of the Kentoushi boxing game.

### **“Kentoushi Gachinko Fight”**

Now on sale for JPY 5,980 (tax not included)

[www.takaratomy.co.jp/products/kentoushi](http://www.takaratomy.co.jp/products/kentoushi)

© TOMY



Officially recognized by Japan's T.LEAGUE, this table tennis machine is suitable for use at home.

### **“Smash and Hit! Table Tennis Machine”**

Now on sale for JPY 6,980 (tax not included)

[www.takaratomy-arts.co.jp/specials/bakuretsu\\_smash](http://www.takaratomy-arts.co.jp/specials/bakuretsu_smash)

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This series features fully posable and realistic figures of the popular Battle Royale games.

### **FORTNITE “Real Action Figure” series**

Now on sale starting from JPY 2,200 (tax not included)

[www.takaratomy.co.jp/products/fortnite](http://www.takaratomy.co.jp/products/fortnite)

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Well-known in the e-sports community.



## Movie and television show-themed toys

Movie to be released on November 8



This popular toy features a movie-themed design combined with a liquid crystal display and equipped with camera functionality.

### **“Eiga Sumikkogurashi Sumikko Sagashi DX”**

Now on sale for JPY 8,900 (tax not included)

[www.takaratomy.co.jp/products/sumikko](http://www.takaratomy.co.jp/products/sumikko)

© TOMY © 2019 Japan Sumikko Gurashi Association Movie Club

Movie to be released on November 22

This smartphone-based toy enables users to enjoy the world depicted in the film “Frozen.”

### **“Frozen 2 Kirakira Smart Palette”**

Now on sale for JPY 9,980 (tax not included)

[www.takaratomy.co.jp/products/disney/anayuki/](http://www.takaratomy.co.jp/products/disney/anayuki/)

© Disney



Movie to be released on December 20

Featuring a remote control version of the latest droid, D-O.

### **“Star Wars: Remote Control D-O”**

JPY 9,800 (tax not included); To be released on November 9

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Movie to be released on December 27

This new SHINKALION appears in the theatrical release.

### **PLARAIL “DXS104 Shinkansen ALFA-X”**

JPY 8,500 (tax not included); To be released on November 21

[www.takaratomy.co.jp/products/plarail/shinkalion](http://www.takaratomy.co.jp/products/plarail/shinkalion)

© TOMY, © Project SHINKALION, JR-HECWK, Ultra Evolution Institute, The Movie 2019

### **PAW Patrol Transforming Vehicle (Chase), with figurines**

Now on sale for JPY 4,800 (tax not included)

[www.takaratomy.co.jp/products/pawpatrol](http://www.takaratomy.co.jp/products/pawpatrol)



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### **ZOIDS WILD Genospino**

JPY 7,000 (tax not included)

To be released on November 16

[www.takaratomy.co.jp/products/zoidswild](http://www.takaratomy.co.jp/products/zoidswild)



© TOMY/ZW, TX



### **BAKUGAN “BAKU032 Special match set”**

JPY 6,500 (tax not included); To be released on November 16

[www.takaratomy.co.jp/products/bakugan](http://www.takaratomy.co.jp/products/bakugan)

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### **secret×heroine phantomirage! “Phantomitime and Phantomifinal”**

Now on sale for JPY 8,500 (tax not included)

[www.takaratomy.co.jp/products/phantomirage](http://www.takaratomy.co.jp/products/phantomirage)

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## Edutainment toys that make learning fun



Robots in this cardboard robot kit operate using a smartphone application that enables the user to learn programming skills.

### **“e-Craft Series embot”**

JPY 6,000 (tax not included); To be released on November 30

[www.takaratomy.co.jp/products/omnibot/embot](http://www.takaratomy.co.jp/products/omnibot/embot)



Equipped with a microphone, this edutainment tablet device makes learning programming and English pronunciation fun.

### **“Pokémon Pad”**

Now on sale for JPY 15,000 (tax not included)

[www.takaratomy.co.jp/products/pokemon/](http://www.takaratomy.co.jp/products/pokemon/)

© Nintendo Creatures GAME FREAK TV Tokyo ShoPro JR Kikaku © Pokémon



This talking globe linked to a tablet device makes learning fun.

### **“Shogakukan no ZUKAN NEOGlobe”**

Now on sale for JPY 29,800 (tax not included)

[www.takaratomy.co.jp/products/zukanneopad/globe](http://www.takaratomy.co.jp/products/zukanneopad/globe)

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## Long-standing toys that are the perfect choice when at a loss for what to buy



Enjoy popular plastic railway playtime with this 60th anniversary limited-production train set.

### **PLARAIL 60th Special set**

Now on sale for JPY 4,980 (tax not included)

[www.takaratomy.co.jp/products/plarail](http://www.takaratomy.co.jp/products/plarail)

© TOMY

\* This product is subject to limited production and will be manufactured until December 2019.

Enjoy making the TOMICA race simply by repeatedly pressing the accelerator button, no batteries required.

### **“Tomica Speedway Go! Go! Accel Circuit”**

JPY 7,800 (tax not included); To be released on December 7

[www.takaratomy.co.jp/products/tomica](http://www.takaratomy.co.jp/products/tomica)



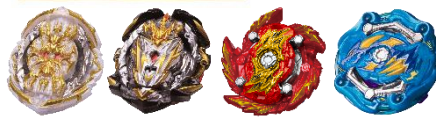
This new LICCA doll friend can be decorated with hair and a dress that glitters.

### **Jewel Up Karen-chan Deluxe**

Now on sale for JPY 6,800 (tax not included)

[licca.takaratomy.co.jp](http://licca.takaratomy.co.jp)

© TOMY



Equipped with powerful parts, these Beyblades are readily customizable.

The product comes with four Beyblade units and an electric screwdriver.

### **BEYBLADE BURST “B-153 Gatinko Customize Set”**

Now on sale for JPY 5,980 (tax not included)

[beyblade.takaratomy.co.jp](http://beyblade.takaratomy.co.jp)

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This RC car for indoor use features a micro-miniature, light-weight body. It provides the enjoyment of high-speed driving and acrobatic tricks.

### **“GIGA STREAM”**

Now on sale for JPY 3,980 each (tax not included)

[www.takaratomy.co.jp/products/gigastream](http://www.takaratomy.co.jp/products/gigastream)

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## Toys that bring parties to life



Grind up Jagarico simply by turning the handle.

### **“Jyagalico Cooking”**

Now on sale for JPY 2,980 (tax not included)

[www.takaratomy-arts.co.jp/specials/jagarico-cooking](http://www.takaratomy-arts.co.jp/specials/jagarico-cooking)

© Calbee ©T-ARTS



Introducing “The Game of Life” with no bills for the new era.

### **“The Game of Life (Jinsei Game) +(plus) Reiwa Edition.”**

Now on sale for JPY 3,980 (tax not included)

[www.takaratomy.co.jp/products/jinsei](http://www.takaratomy.co.jp/products/jinsei)

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Make fluffy shaved ice using single packages of soy milk.

### **“Powdery Shaved Ice Maker”**

Now on sale for JPY 3,800 (tax not included)

[www.takaratomy-arts.co.jp/specials/yukihana](http://www.takaratomy-arts.co.jp/specials/yukihana)

© T-ARTS



This all-in-one kit is for enjoying creating original, hand-made “deco slime.”

### **“DX Puni Deco Slime Palette and File”**

Now on sale for JPY 5,800 (tax not included)

[www.takaratomy.co.jp/products/punidekoslime](http://www.takaratomy.co.jp/products/punidekoslime)

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#### **For press inquiries, please contact:**

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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: 0570-041173 (Navi-Dial)