



For Immediate Release

February 2, 2022

The caring plush toy that clings tightly to your arm and
makes cute gestures

Gyuttoshitekyun (My Fuzzy Friend)

Available in 2 Designs: Baby Kitty and Baby Koala

To be launched on Saturday, March 19, 2022

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) announces launch of “Gyuttoshitekyun (My Fuzzy Friend),” a caring plush toy that clings tightly to your arm and makes cute gestures (available in 2 designs: Baby Kitty and Baby Koala/SRP: JPY6,578 each/tax included), on Saturday, March 19, 2022 at 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).

“Gyuttoshitekyun (My Fuzzy Friend)” is a caring plush toy that clings tightly to your arm and makes cute gestures such as rubbing your arm with its head and nose and speaking in a cute voice. With 4 touch sensors on its body, forehead, nose, mouth, and tummy, it expresses an abundance of emotions through light, sound and movement enabling care play interactions such as making chewing sounds when ‘food’ is placed to its mouth and laughing out loud when you rub its tummy. Being more than just the average plush toy that just waits for you to take care of it, “Gyuttoshitekyun (My Fuzzy Friend)” enables fun communication by interacting with you, actively asking for your attention.



“Gyuttoshitekyun (My Fuzzy Friend)” snuggles close by clinging tightly to your arm! (Baby Kitty)

Recently, a new trend has emerged toward “interactive pets” that provide the joy of communication. Our company has developed caring plush toys that provide the joy of actions and reactions such as the “Dakkosite Nerun (Cozy Dozy)” series of plush toys that close their eyes and drift softly to sleep when gently put to bed, and the “PRESENT PETS” plush toys that enable the joyful experience of surprising encounters with puppies. New elements of play such as “putting the toy to bed (Nerun)” and “surprising encounters (PRESENT PETS)” are sure to capture children’s heart and are performing well at 120%^(*) compared to last year. “Gyuttoshitekyun (My Fuzzy Friend)” enables the joy of hands-on play with a plush toy that enables interactive communication, asking for your attention if you take care of it.

(*) Compared to shipping results between April and December of 2020.

Product features of “Gyuttoshitekyun (My Fuzzy Friend)”

“Gyuttoshitekyun (My Fuzzy Friend)” is a caring plush toy with many features that instinctively attract your love ♡.

★Cute gestures ♡

The arms open and close like clips allowing a comfortable grip on your arm and snuggly caresses with nose and head. Perfect size for children to take care of (19 cm tall).

★Touch sensors enable the expression of realistic emotions ♡

Petting and offering the included ‘food’^(*) activates touch sensors and audio voices of joy, pleading and cute gestures that instinctively make you want to hug your little companion. More than 50 types of audio expressions include laughter, sneezing, whistling, sniffing, and grunting. Reactions are produced randomly by different voices so it is fun to discover different reactions while you take care of the toy. Depending on the mood, cheeks light up pink, blue or yellow.

(*) Comes with ‘fish’ for Baby Kitty and ‘leaves’ for Baby Koala.

★Interactive fun communication ♡

Being more than just the average plush toy that just waits for you to take care of it “Gyuttoshitekyun (My Fuzzy Friend)” enables fun communication by interacting with you, actively asking for your attention.

[Some Reactions]

- Responds to being placed on the arm and petting with snuggling caresses with nose and head.
- When sleeping, it wakes up when you touch its nose.
- Makes chewing sounds when ‘food’ is placed to its mouth.
- Responds to rubbing its tummy and tickling by laughing out loud.



Touching ‘food’ to its mouth produces audio and light reactions



When snuggled, it expresses emotions by rubbing your arm and by lights

<Product Outline>

Product Name: Gyuttoshitekyun (My Fuzzy Friend)
(Available in 2 designs: Baby Kitty/Baby Koala)

SRP: JPY 6,578 each (tax included)

Launch Date in Japan: Saturday, March 19, 2022

Recommended Age: 3 years and up

Package Contents: Toy body×1, ‘Food’ item (‘fish’ for Baby Kitty and ‘leaves’ for Baby Koala)×1

Dimensions: W160 x H190 x D 160 mm (body size)

Weight: Approx. 280 g

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) etc.

Batteries Required: 3 × AAA alkaline (not included)

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Sales Target: 24,000 units (total for both designs)

Website: www.takaratomy.co.jp/products/gyuttoshitekyun



Gyuttoshitekyun (My Fuzzy Friend) (Baby Kitty)



Gyuttoshitekyun (My Fuzzy Friend) (Baby Koala)

Other Caring Plush Toys

■Dakkosite Nerun (Cozy Dozy) (Available in 4 designs: Cookie Bear/Peach Bear/fuwafuwa kitty/fuwafuwa wanko)

Caring Plush Toys that can be “taken care of ” and “put to bed.” It communicates aloud, blinks, laughs when “amused” by being patted on the head and stomach, and falls sound asleep, breathing softly when it is gently put to bed with a pacifier popped into its mouth. Its reactions are expressive just like a real baby, full of elements that make children always look forward to taking care of it.

SRP: JPY 6,578 each (tax included), on sale
Recommended Age: 3 years and up
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Product URL: www.takaratomy.co.jp/products/nerun



Dakkosite Nerun (Cozy Dozy) fuwafuwa wanko

■PRESENT PETS (Rainbow Fairy)

When the user pulls the tag on the gift box, the box rocks back and forth and begins to tear itself open from the inside, and then a puppy comes out all by itself. It provides “an encounter with a new family pet” and allowing communication through taking care of it, playing games with it and talking to it.

SRP: JPY 7,678 (tax included), on sale
Recommended Age: 3 years and up
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Product URL: www.takaratomy.co.jp/products/presentpets

*Selection of puppy type is not available.

*Out-of-stock items will be back in stock on a later date.



PRESENT PETS Rainbow Fairy

For press inquiries, please contact:

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For product inquiries from consumers, please contact:

TOMY Customer Service (Japanese only) Tel: 0570-04-1031 (Navi-Dial)