



October 19, 2012

## **First “Tomica Plarail Square” in Japan Opens at Toys“R”Us Kohoku New Town Store**

*Toys“R”Us, Japan and TOMY collaborate to bring popular brands to a wider audience*

**Tokyo, Japan** – Toys“R”Us, Japan, the country’s leading dedicated toy and baby products retailer, and major toy manufacturer TOMY Company, Ltd., have collaborated to create the first “Tomica Plarail Square” in Japan. The shop, which is dedicated to popular Tomica and Plarail brands, opens today at the Toys“R”Us Kohoku New Town store in Yokohama, Kanagawa.

As an official TOMY shop, Tomica Plarail Square aims to nurture and expand the fan base for these widely-loved brands, which continue to capture the hearts of new generations of kids decades after their introduction. Today, in addition to toys, Tomica and Plarail-branded items—from daily commodities to apparel, books and candy—help to create a fun environment for children and families.

Japan’s first Tomica Plarail Square, which is the result of a strategic partnership between Toys“R”Us and TOMY, will employ the distinctive red Tomica color scheme, making it immediately identifiable as a go-to destination for fans of Tomica and Plarail. In addition to an extended product offering, the store will feature dioramas, creating a fun and exciting shopping experience in which customers can play with items on display. Tomica Plarail Square will be staffed by Toys“R”Us associates who have completed a specialized TOMY training course.

Monika Merz, President, Toys“R”Us, Asia Pacific said: “We are very pleased to celebrate the opening of the first Tomica Plarail Square in Japan at Toys“R”Us Kohoku New Town. This is a major milestone in our ongoing collaboration with TOMY, an important and highly valued partner to Toys“R”Us since we opened our first store in Japan over 20 years ago. Toys“R”Us will continue to work closely with our business partners to enhance the customer shopping experience, as we recently did with the launch of LEGO and Lazoo shops at our Kawasaki Takatsu location. We welcome customers to visit Tomica Plarail Square and discover, or re-discover, the wonderful world of Tomica and Plarail!”

TOMY President and CEO Kantaro Tomiyama added, “Tomica and Plarail are key brands in our portfolio, and we’re delighted that our partnership with Toys“R”Us, a highly-regarded and extremely popular specialty toy retailer, has led to the creation of the first-ever Tomica Plarail Square in Japan. In addition to toys, this unique shop offers many daily use items that add color to kids’ lives. We will continue to work closely with Toys“R”Us to create a fun and exciting shopping environment for customers.”

Following the opening, Toys“R”Us and TOMY will host special events at Tomica Plarail Square.

### **Tomica Plarail Square – Overview**

Opening date: October 19, 2012 (Fri.)  
Location: Toys“R”Us Kohoku New Town  
Key South 2F  
14-12 Chigasaki-chuo, Tsuzuki-ku, Yokohama, Kanagawa  
Opening hours: 10:00-21:00  
Holidays: Variable  
Floor space: Approx. 54 m<sup>2</sup>



Tomica Plarail Square (artists' rendering)

### About Tomica

In 1970, at a time when overseas production of miniature cars was at its height and there was a surge of consumer interest in miniature cars made in Japan, Tomica was launched as the first palm-sized miniature die-cast car manufactured domestically, out of a passionate desire to have Japanese children play with miniature cars produced closer to home. Since then, it has grown into a brand that is enjoyed across three generations, with a total of more than 800 models and over 564 million cars sold. More recently, the Tomica brand has branched out beyond miniature cars and sells around 1,000 different items including apparel, stationery and daily commodities.



First-generation miniature cars

### About Plarail

Since the launch in 1959 of the "Plastic Train and Rail Set" Plarail prototype, TOMY's long-selling railway toy Plarail has been popular for half a century as a toy that uses the theme of the familiar "railway" to teach children about society and foster their imaginations. The basic idea is to join together blue rails in any formation desired to create a railway track, on which a three-car train is run. The specifications of the blue rails have not changed from the time it first went on sale to the present, so that today it is enjoyed by children and parents across three generations. In Japan, more than 1000 different items (a total of over 140 million units) have been sold so far, with more than 500 Plarail-brand licensed goods also being sold recently, including apparel, stationery and daily commodities.



Plastic Train and Rail Set



### **About Toys“R”Us, Japan**

Toys“R”Us, Japan is the country’s leading dedicated toy and juvenile products retailer, carrying quality products from trusted domestic and international manufacturers. The company employs approximately 8,000 associates at 164 stores nationwide. Customers can also shop online at the Toys“R”Us/Babies“R”Us Online Store ([www.toysrus.co.jp](http://www.toysrus.co.jp)) and Toys“R”Us/Babies“R”Us Mobile Store ([mobile.toysrus.co.jp](http://mobile.toysrus.co.jp)).

For a list of stores in Japan, please visit [www2.toysrus.co.jp/store/en/](http://www2.toysrus.co.jp/store/en/).

### **About Toys“R”Us, Inc.**

Toys“R”Us, Inc. is the world’s leading dedicated toy and juvenile products retailer, offering a differentiated shopping experience through its family of brands. Merchandise is sold in 874 Toys“R”Us and Babies“R”Us stores in the United States and Puerto Rico, and in more than 635 international stores and over 145 licensed stores in 35 countries and jurisdictions. In addition, it exclusively operates the legendary FAO Schwarz brand and sells extraordinary toys in the brand’s flagship store on Fifth Avenue in New York City. With its strong portfolio of e-commerce sites including [Toysrus.com](http://Toysrus.com), [Babiesrus.com](http://Babiesrus.com), [eToys.com](http://eToys.com) and [FAO.com](http://FAO.com), it provides shoppers with a broad online selection of distinctive toy and baby products. Headquartered in Wayne, NJ, Toys“R”Us, Inc. employs approximately 70,000 associates annually worldwide. The company is committed to serving its communities as a caring and reputable neighbor through programs dedicated to keeping kids safe and helping them in times of need. Additional information about Toys“R”Us Inc. can be found on [Toysrusinc.com](http://Toysrusinc.com).

### **About TOMY Company, Ltd.**

TOMY Company, Ltd. is a global force in toys, infant & children’s merchandise and entertainment, offering dreams and excitement to children and adults the world over. The company manufactures products based on its own brands which include *BEYBLADE*, *TRANSFORMERS*, *TOMICA*, *LICCA*, *PLARAIL*, *ERTL*, *JOHNNY LIGHTNING*, *TREENA & FRIENDS*, *TOMY*, *FIRST YEARS*, *LEARNING CURVE*, *JJ COLE COLLECTIONS*, and *TAKE & TOSS*. TOMY also produces and/or sells products under licensed brand names such as *DISNEY*, *POKÉMON*, *CHUGGINGTON*, *THE GAME OF LIFE*, *MONOPOLY*, *DUEL MASTERS*, *THOMAS & FRIENDS*, *JOHN DEERE*, *DINOSAUR TRAIN*, *LAMAZE*, *AMERICAN RED CROSS*, *GUMDROP* and *ZIPLOC*. More information is available at [www.takaratomy.co.jp](http://www.takaratomy.co.jp)

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