

For Immediate Release

Over 40 million
sold worldwide!

The American Sensation is Back!

The Amazing Pet with "a Mind of its Own"

*Animatronic Plush Pet with
Next Generation Technology*

Furby

*English Version on Sale
in Japan Oct. 20 (Sat.)*

*LCD Eyes for Amazing Expression! More Furbish & English than Ever! Furby, there's an App for that!
Pop Idol Group, "Momoiro Clover Z" Tapped for TV Commercials & Original Theme Song*

Note: This release updates our September 4 release, clarifying that Furby's eyes are lighted LCD displays, which was unclear in some portions of the earlier release.

Tokyo, Japan, September 7, 2012: On October 20, 2012 TOMY Company, Ltd. (President & CEO, Kantaro Tomiyama) will launch the new *Furby* in Japan, with the up-to-date digital technology. *Furby* will be available at the SRP of JPY 7,140 (incl. 5% tax), in ten color-design variations, wherever toys are sold throughout Japan.



***Furby* in 10 different designs: Each JPY 7,140 (incl. tax)**

Furby was first introduced by Hasbro in 1998 and was launched in Japan by TOMY in 1999. It became a popular sensation as a huggable pet you can talk to and play with that chats and matures, speaking more and more words as you play with it, and in its first year on sale in Japan it sold 3.3 million units. The beloved electronic plush pet went on to sell an incredible 40 million+ units worldwide over the first three years.

Now, *Furby* is back, with the tagline, "a mind of its own." It will be available in a wide range of 10 colorful designs along with other new features including: changing personalities depending on how it is treated and how much attention it gets from its owner; a wide and entertaining vocabulary of Furbish and English across the many personalities; a penchant for singing and dancing along with music; its own smartphone application; and super-expressive lighted LCD eyes, rounding out the up-to-date technology. It is expected to go on sale in the US in the last half of September and in anticipation, buzz is building with both consumers and press with more than 155 million media impressions to date.

In Japan, in preparation for the launch, TOMY has enlisted the enormously popular singing and dancing "idol" group, *Momoiro Clover Z* to promote *Furby*. The group will be appearing at events and in the *Furby* commercial and even performing an original promotional song.

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Furby's Main Features

1. Furby's personality changes, depending on the actions of its owner!

Furby has four different types of sensors (sound, touch, vibration and orientation) and by talking to, hugging, feeding or tickling it, the way the owner interacts with *Furby* has an effect on how its personality changes. For example, if you pet it on the head and treat it kindly, it may develop a sweet personality but if you pull, shake or turn *Furby* upside down, a mischievous demeanor may result. Other treatment may result in still more personalities!

2. Furby - there's an App for that!

Furby owners can download a free app for iPad®, iPod touch® or iPhone® to enable additional fun features such as feeding *Furby*. Owners can offer *Furby* virtual sushi, pizza, juice, hamburgers and sandwiches, customized with original toppings by the owner. Depending on the personality, *Furby* may love or hate various foods. Other app features include a Furbish to English dictionary and a Furbish to English translator. *Furby* is loads of fun even without the app, but the app features allow additional ways to communicate and play with *Furby*!

3. Super-expressive!

Furby's new lighted liquid crystal eyes can display emoticons such as hearts, stars and fire for a super range of expression. The digital eyes, along with animatronic eyelids, ears and mouth allow *Furby* to richly express its many different personalities.

4. Furby's language (Furbish & English) expands over time

Initially *Furby* speaks only Furbish, but *Furby* can eventually develop a large vocabulary of English words and phrases. The more the owner plays with *Furby*, the more English it uses. Besides talking, *Furby* sings songs, snores when sleeping, and even belches and "breaks wind" as if it were a living creature. Furthermore, *Furby* can also recognize another *Furby* so that if you put more than one *Furby* together they can talk to each other. Depending on each *Furby*'s personality, their interaction changes accordingly.

5. Furby sings and dances to the beat of music!

Furby recognizes music and will sing and dance when music is played. Of course, the way it sings and dances is highly dependent on the personality.

This American product is destined to become a beloved part of many Japanese families, bringing them together for fun family communication. TOMY's first year target is to ship 200,000 units.

Product Summary

Product Name:	<i>Furby</i>
SRP:	JPY 7,140 (Incl. 5% consumption tax. JPY 6,800 excluding tax)
Date on Sale in Japan:	October 20, 2012
Target Age:	Age 6+
Product Contents:	<i>Furby</i> main unit, User Manual
Dimensions and Weight:	W 180mm x H 165mm x D 150mm
Batteries Required:	4 x AA alkaline (batteries not included). Provides approximately 10 hours of continuous play.
First Year Sales Target:	200,000 units
Sales Channels:	Toy and department stores, mass retailers, etc.
Copyrights:	© Hasbro. All rights reserved. © TOMY
Website:	http://www.takaratomy.co.jp/products/Furby
App Details:	App name: <i>Furby</i> ; Free downloadable app for iPad®, iPod touch® or iPhone® compatible with iOS4.2 or newer.

For Press Inquiries Contact:

Tomy Company, Ltd.
Public Relations Division
Tel: 03-5654-1280 Fax: 03-5654-1380

For Consumer Inquiries Contact:

Tomy Customer Service (Japanese only)
Tel: 03-5650-1031 or Visit Our Website:
www.takaratomy.co.jp

Appendix: Additional Reference Information



Furby and the Furby package



Feeding Furby with the Furby App



Photos from the American launch of Furby

About Momoiro Clover Z

Represented by Stardust Promotion, this female idol group consists of Kanako Momota, Shiori Tamai, Ayaka Sasaki, Momoka Ariyasu and Reni Takagi.

The group debuted in the Spring of 2008 under the name *Momoiro Clover* (without the “Z”) as a project to launch a new generation of talent. *Momoiro* means “pink” in Japanese thus the meaning of the name was meant to show this pure and wholesome group’s desire to bring good luck to the world. In April 2011 a member change resulted in the current quintet and the group’s name was changed slightly to the current *Momoiro Clover Z*.

The popularity of *Momoiro Clover Z* stems from its unique blend of chaotic and catchy musical style with skillful and acrobatic dancing.

