

For Immediate Release

Timed to coincide with the global release of the latest *POKÉMON* game software *POKÉMON X* and *Y!*

POKÉMON
3D Figures

MONCOLLÉ (Monster Collection)

First-ever simultaneous release in Japan/U.S. on October 12 (Sat.)

Tokyo, Japan, October 3, 2013: TOMY Company, Ltd. (hereafter “TOMY”; President & CEO: Kantaro Tomiyama/Head Office: Katsushika-ku, Tokyo) will develop its *POKÉMON* licensed toys in each global region to coincide with the October-12 release of *POKÉMON*^{*1} series’ latest game software *POKÉMON X* and *POKÉMON Y* (to be released by The Pokémon Company for Nintendo 3DS) and the airing of the new television animation series *POKÉMON XY*^{*2}.

The main products are palm-sized figures from the *Monster Collection* (hereafter *MONCOLLÉ*). With as many as 7 million units expected to be sold this fiscal year, its new series of figures will simultaneously go on sale in Japan and the U.S. from October 12, 2013 (Saturday), the same day as the launch of the game software. The products will then be steadily released in at least 20 countries and regions around the world. In the initial release of the new series, 19 *POKÉMON* characters (SRP JPY 346, incl. consumption tax) will be released, including new characters^{*3}.



The first-ever simultaneous release in Japan and the U.S. for *POKÉMON* toys

Previously, the commercial license for *POKÉMON* toys sold in Europe and the U.S. has been different for each region. Now, however, following the acquisition of the commercial license for *POKÉMON* toys in October 2012 by TOMY’s U.S. subsidiary, TOMY International, Inc. (CEO: Gregory J. Kilrea/Head Office: Illinois, U.S.), the TOMY Group is able to plan, develop and sell *POKÉMON* toys and toy peripheral products not just in Japan and Asia but in each global region^{*4}.

Moreover, the TOMY Group will simultaneously release the new series of toys in Japan and the U.S. for the first time on the same day to coincide with the timing of the first globally simultaneous release of *POKÉMON* game software (*excluding certain regions). Furthermore, the TOMY Group will steadily deliver *POKÉMON* toys to at least 20 countries and regions around the world, including Asia outside Japan, Europe, and Oceania.

POKÉMON 3D Figures = MONCOLLÉ

MONCOLLÉ are figures that faithfully reproduce the form and color of *POKÉMON* characters in three-dimensional form. They are highly collectable products and attract people worldwide of all ages. Since their launch in 1997, TOMY has so far sold in total at least 50 million units from multiple series that total about 500 *POKÉMON* characters in Japan and the Asia region.

Their attraction is that they are 3D figures that the consumer can “observe, touch, study and play with.” The figures faithfully reproduce the *POKÉMON* characters that feature in games and animations, from the top of the head to the soles of the feet, and even when viewed from behind. Also, the packaging is designed to allow the figure to be observed from 360 degrees. All effort has been made to maximize the attraction of the 3D figures such as by providing the *POKÉMON* character’s attributes, height and weight.

Another attraction is the changing of the coloring to a matt, non-shiny quality. The logo design has also been renewed. It is a simple yet enduring design that displays the characters “*MONCOLLÉ*”, which stands for monster collection, in a way that boldly stands out. The generation who played the first generation of *POKÉMON* game software launched in 1996 is now roughly 25 to 30 years old. As the *POKÉMON* fan target expands, TOMY is making an effort to provide specifications that adults as well as children can enjoy.

Expand worldwide with POKÉMON

The TOMY Group has been developing toys and toy peripheral products, sharing the *POKÉMON* goal of “continuing to make *POKÉMON* always fresh and attractive, beloved by people over the world.” *MONCOLLÉ* is a new “Cool Japan” product that combines the figure-creation technology of the TOMY Group and the *POKÉMON* global content that was born in Japan.

With the popular *POKÉMON* characters in game software and animations, the TOMY Group will continue to propose products that bring out the attractive characteristics of a toy that can be touched and played with to the people of the world, and also aim for market expansion of the *POKÉMON* content.

Faithful reproduction of *POKÉMON* characters from the top of the head to the soles of the feet (MC-005 Chespin (*Harimaron*))*⁵



The logo design has also been renewed.



Notes *1 – *5

- *1 *POKÉMON* is content born from software for Nintendo *GAME BOY* launched in 1996. Boasting global popularity, its sales of all software, including spin-off software, is recorded to be at least 245 million units worldwide, and its television animation series has been aired in 83 countries and regions. (*As of March 31, 2013)
- *2 The new animation series will be broadcast by TV TOKYO and affiliated stations from October 17.
- *3 In the initial release, 19 *POKÉMON* characters will be released in Japan while 12 *POKÉMON* characters will be released overseas.
- *4 On October 4, 2012, TOMY’s U.S. subsidiary TOMY International, Inc. and The Pokémon Company International (President: Kenji Okubo/Head Office: Washington, U.S.), a U.S. subsidiary of The Pokémon Company (President and Representative Director: Tsunekazu Ishihara/Head Office: Minato-ku, Tokyo), concluded a multi-year global toy license agreement.
- *5 Both English and Japanese names of the *POKÉMON* characters are given in this release. The Japanese names are shown in parentheses.

Product Description of the *Monster Collection Series*

Release date: October 12, 2013 (Saturday) – 19 *POKÉMON* characters

	Suggested Retail Price (Incl. 5% tax)	Size (Approx./mm)	Product Name
Regular size (14 characters)	JPY 346 /each	W 350 H 400 D 350	MC-001 Pikachu (<i>Pikachu</i>), MC-002 Bulbasaur (<i>Fushigidane</i>), MC-003 Charmander (<i>Hitokage</i>), MC-004 Squirtle (<i>Zenigame</i>), MC-005 Chespin (<i>Harimaron</i>), MC-006 Fennekin (<i>Fokko</i>), MC-007 Froakie (<i>Keromatsu</i>), MC-008 Helioptile (<i>Elikiteru</i>), MC-009 Fletchling (<i>Yayakoma</i>), MC-010 Gogoat (<i>Gogoto</i>), MC-011 Dedenne (<i>Dedenne</i>), MC-012 Bunnelby (<i>Horubii</i>), MC-013 Inkay (<i>Maaiika</i>), MC-014 Noivern (<i>Onvern</i>)
Super size (3 characters)	JPY 682 /each	W 500 H 550 D 400	SP-01 Venusaur (<i>Fushigibana</i>), SP-02 Charizard (<i>Lizardon</i>), SP-03 Blastoise (<i>Kamex</i>)
Hyper size (2 characters)	JPY 997 /each	W 550 H 1,000 D 750	HP-01 Xerneas (<i>Xeruneas</i>), HP-02 Yveltal (<i>Yveltal</i>)

* Sizes vary depending on the character.

Target age: Age 4+
 Target sales: 7 million units in the first fiscal year (Worldwide sales in at least 20 countries and regions)
 Copyright: ©Nintendo, Creatures, GAME FREAK, TV Tokyo, ShoPro, JR Kikaku ©Pokémon
 © TOMY
 Official website: <http://www.takaratomy.co.jp/products/pokemon/> (Japanese only)

MONCOLLÉ will be released in three sizes

To be steadily released in at least 20 countries and regions around the world



Left: regular size MC-007 Froakie (*Keromatsu*), center: super size SP-01 Venusaur (*Fushigibana*), right: hyper size HP-01 Xerneas (*Xeruneas*)



Version for overseas



Version for Japan

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: 0570-04-1031 (directs to nearest call center)

* When calling by IP telephone, certain mobile phones, PHS, or from overseas, please use → Tel: 03-5650-1031