



For Immediate Release

New Item in the Popular Girls' <i>Koeda-chan</i> Toy Series!		
 On Sale October 6, 2011	<i><u>Koeda-chan¹ No Ringo No Oisha-san</u></i> (Koeda-chan's Apple Hospital)	No Batteries Required! 
Fun Gimmicks Include a Transforming House and Diagnosis Roulette.		

Tokyo, Japan, September 27, 2011: TOMY Company, Ltd. (President, Kantaro Tomiyama), announces a new item in the *Koeda-Chan* series: *Koeda-chan No Ringo no Oisha-san* (Koeda-chan's Apple Hospital). It will go on sale in Japan October 6, 2011 with an SRP of JPY 2,625 (incl. 5% Japan consumption tax).

Since its first launch in 1977, the *Koeda-chan* toy series has been loved by young girls age three to six, along with their mothers. It has delighted with its cute character figures and tree shaped house with fun gimmicks, its nature theme and wonderful fantasy universe. The *Koeda-chan* series was re-launched in July and has received an excellent reception in the marketplace. TOMY is currently developing a series of animated shorts which will be part of a Web, retail and advertising media campaign which will bring the wonderful world and characters of *Koeda-chan* to life.

Not surprisingly, since its revival earlier this year with the launch of *Koeda-chan No Ki No O-uchi*² (SRP, JPY 6,090, incl. tax), mothers have been enthusiastic about *Koeda-chan* for their daughters and sales have outpaced TOMY's targets. Comments from mothers include: 'Since I have nostalgic memories playing with *Koeda-chan*, I love to play with my children!'; 'The play pattern lets children use their imagination, so they can play with it for a long time.'; 'Children love the gimmicks such as the transformation and the working elevator and since it doesn't need any batteries, children can repeat them over and over again.'; 'It has such a colorful and cute design.'

***Koeda-chan No Ringo No Oisha-san*: Little Girls Love to Pretend they are Doctors & Nurses**

The new *Koeda-chan No Ringo No Oisha-san* (Koeda-chan's Apple Hospital) is 18cm tall and apple-shaped with a medical theme. With the press of a switch at the top, the "apple" opens into two halves, instantly transforming the apple into a mini two-room hospital with stairs up the middle. The included accessories consist of a bed, a height and weight scale, a stethoscope, a syringe, a wheelchair etc. The stethoscope includes a fun roulette type gimmick which when pressed, shows one of four conditions: "Caught a cold," "Injury," "Stomach ache" or "Healthy." Other items included on cards or stickers for doctor & nurse role playing include a thermometer, medicine, a patient's registration card, pills and bandages. Sick patients can be carried to the bed in a wheelchair, diagnosed and given medicine or many other types of pretend medical care, introducing children to the importance of health and simply caring for others through fun hospital play.



Koeda-chan No Ringo No Oisha-san
(Koeda-chan's Apple Hospital)



The Hospital set shown with various mini-figure dolls
(Mini-figure dolls are each sold separately).

¹ In Japanese the word *koeda* means "little branch" and the suffix "chan" is a title of endearment often added to little girls' names, thus *Koeda-chan* might be roughly translated as "Little Branch Girl." However, the brand has been sold internationally under the name, *Treena*.

² *Koeda-chan No Ki No O-uchi* means "Koeda's Tree House."

Product Summary

Product Name:	<i>Koeda-chan No Ringo No Oisha-san</i> (Koeda-chan's Apple Hospital)
SRP:	JPY 2,625 (Incl. 5% sales tax. JPY 2,500 excluding tax)
Date on Sale in Japan:	October 6, 2011
Date on Sale Internationally:	TBD
Product Contents:	Apple shaped Hospital with attached leaf parts, stethoscope, syringe, weight and height scale, bed, wheelchair, table, 2 chairs, sign, card, sticker sheet. (Mini-dolls not included)
Dimensions (mm):	Hospital (closed): W 190 x H 180 x D 140 Hospital (open): W 230 x H 280 x D 190
Weight:	Approx. 370g (including all product contents)
Batteries:	No batteries required
Sales Channels:	Toy and department stores, mass retailers, online store etc.
Copyrights	© TOMY / Designed by Suzuka Yoshida
First Year Sales Target:	50,000 units
Official Website	http://www.takaratomy.co.jp/products/koedachan/

Other New Items: Face Change Gimmick; New Characters



Product Name:
Kao Ga Kawaruyo
(Look, the Face Changes)

*Shown: *Nurse No Koeda-chan*

Five new face changing figures change expression with just a push on the head! It's amazing and fun!

Date on Sale in Japan: October 27, 2011
SRP: JPY 630 (Incl. 5% sales tax)

*The five mini-figures: *Nurse No Koeda-chan, Waitress No Koeda-chan, Chu-ri-chan, Rippi-chan, Pupu-chan*



Product Name:
Kasanaru Ouchi
(Stacking House)

*Shown: *Kasanaru Ouchi Ichigo-chan*

Five new figure with small house sets. The house can be connected to other small or big houses

Date on Sale in Japan: October 27, 2011
SRP: JPY 504 (Incl. 5% sales tax)

*The five new sets: *Short cake-chan, Nagareboshi-chan, Budou-chan, ichigo-chan, mini bara-chan*

Finally on Sale!! Girl Rock Duo, PUFFY, Become "Singing Fairies"

The superstar pop/rock duo Ami Onuki and Yumi Yoshimura, who are known collectively as PUFFY³, are self-proclaimed "huge fans" of *Koeda-chan*. The duo is celebrating its 15th anniversary this year, but also has another milestone to celebrate: The two will get their own characters in the world of *Koeda-chan*! They are already famous for their music, fashion, and entertaining performances both in Japan and internationally and they are also symbolic of Japan's *kawaii* (cute) culture. Now they get a chance to expand their presence by becoming the "singing fairies" "*Ami-chan*" and "*Yumi-chan*" in the imaginary world of *Koeda-chan*! They even contributed their own ideas to the design of their characters. The "singing fairy" characters *Ami-chan* and *Yumi-chan* will be launched as part of the *Koeda-chan No Ki No Uchi* series in Japan in October 27th, 2011. The SRP for these items is JPY 997, incl. 5% Japan consumption tax.



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PUFFY

"I loved Koeda-chan as a child and now, so many years later my dream of being her friend has come true." - Yumi



PUFFY, as fairies *Yumi-chan* (left) and *Ami-chan* (right) in the world of *Koeda-chan*.

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³ PUFFY uses the name "Puffy AmiYumi" internationally.