

For Immediate Release



August 30, 2022

Squishy, adorable and curious creatures are a big hit!

“Punirunes” TV Animation Broadcast Decided

On the network of six broadcast stations affiliated with Television Osaka and TV TOKYO
Show to air every Sunday at 9:45 a.m. starting from October 2, 2022!

Superb cast and staff get together, including general director **Kunihiko Yuyama** and
narration by **Daisuke Ono!**

Official Punirunes supporter **Pekopa** also to appear in the animation!

Animation-related toys also scheduled for release in stages from October 1, 2022 (Saturday)

TOMY Company, Ltd.

An original TV animation series, “Punirunes,” based on the LCD care toy with a new texture of the same name is to start at 9:45 a.m. on Sunday, October 2, 2022, on the network of six broadcast stations affiliated with Television Osaka and TV TOKYO.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will be in charge of producing the anime original in addition to toy development and sales. Furthermore, OLM Digital, Inc. (President and CEO: Toshiaki Okuno, headquarters: Setagaya-ku, Tokyo) will work on producing the animation.

The TV animation “Punirunes” will portray the everyday lives of Punirunes, curious creatures with squishy bodies. The cute and funny stories will feature the “Punirunes,” who love to be punipuni-petted, and an elementary school girl named “Yuka,” who loves squishy things.

A veteran of many animation products, Kunihiko Yuyama will serve as general director of the show, while a highly experienced cast of voice actors includes narration by Daisuke Ono, with Punirunes voiced by Megumi Han and Mikako Komatsu. In addition, this fall, the series will feature a special appearance from the official Punirunes supporter, a comedic duo “Pekopa.”

Furthermore, in conjunction with the broadcast launch of the TV animation “Punirunes,” TOMY Company plans to roll out a series of five toys, starting on Saturday, October 1, 2022. The toys will include an LCD toy, “Punirunes Puni-Plus” and various toys focused on “texture,” which is the key characteristic of Punirunes. In other initiatives, the TOMY Group will work to further expand the brand, with T-ARTS Company, Ltd. developing soft toys and candy toys, among other products, and antenna shops offering a rich lineup of Punirunes merchandise opening at seven KIDDY LAND stores nationwide.



Overview of the TV Animation “Punirunes”

The TV animation “Punirunes,” to be created by TOMY Company, will start airing on the network of six broadcasting stations affiliated with Television Osaka and TV TOKYO from 9:45 a.m. on Sunday, October 2, 2022.

The Punirunes are curious creatures with squishy bodies who love humans. The Punirunes bravely try out popular and fun-looking trends in the human world, but their unique take on these trends is always a little strange. It is a squishy and cute comedy offering a peek into the lives of humans and the irresistibly lovable, slightly goofy, and curious creatures, the Punirunes.



★A comedic duo “Pekopa” is to make a special appearance!

Shupeï and Shoinji Taiyu of the comedic duo “Pekopa,” the official Punirunes supporter, are to make a special appearance in the TV animation “Punirunes” this fall. There is a lot of excitement to see how the two members of Pekopa will interact with the Punirunes.



<TV Program Summary>

Name of the Work: “Punirunes”

Broadcast Information: Airing on the network of six broadcast stations affiliated with Television Osaka and TV TOKYO weekly on Sundays from 9:45 a.m. to 10:00 a.m.
Starting October 2, 2022

Official Website: www.punirunes.com

Official Twitter: twitter.com/punirunes

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*If you miss the TV broadcast, you can catch up with Punirunes on TVer or the Takara Tomy Channel. More details about the broadcast will be shared on the official website and Twitter account.

TOMY Company Official YouTube Channel “Takara Tomy Channel”: www.youtube.com/takaratomychannel

<Story>

Punirunes are squishy and soft, and very curious creatures. They love to be punipuni-petted. When cared for with love, they grow to be squishy and adorable. If you look carefully around you, you might find Punirunes here and there right nearby you too!

“Airun” is a bright Punirunes who is full of curiosity, and loves to eat. Airun is interested in the human world, and tries all kinds of things, but there is always something a little strange in her attempt. When Airun is cared for by “Yuka,” a fourth grade elementary school girl who is bright and curious, just like Airun, and who also loves making bread and snacks. The two are the best of friends. They are always together, whatever they do.

Airun and Yuka will continue to enjoy squishy and exciting days together, surrounded by fun Punirunes, such as the highly energetic “Enerun,” the strongly amorous “Raburun,” and crybaby “Ururun,” and the cool and beautiful “Kurun.”

Why not squeeze a peek into the daily lives of the curious creatures, the Punirunes?

<Characters appearing>

●Airun



Full of curiosity and has a positive attitude.

Loves to be punipuni-petted by humans.

Very fond of food.

●Enerun



This Punirunes is always vibrant and full of energy.

Good at sports, but can be a little scatterbrained.

Gets along best with Airun.

●Raburun



Popular with everyone, and something of a star among Punirunes.

Loves cute things.

Tends to be a favorite with Babypunis and animals.

●Ururun



A real crybaby, who cries when surprised.

Very good at drawing.

●Kurun



Always cool, calm, and collected.

Loves to dress up and keep things tidy.

Has a cool manner that belies a very sweet and kind character.

●Yuka



A bright and active elementary school girl.

Loves squishy things.

Lives together with Airun.

<Cast>

Airun: Megumi Han

Ururun: Tomohiro Yamaguchi

Narration: Daisuke Ono

Enerun: Mikako Komatsu

Kurun: Hina Kino

Raburun: Aya Uchida

Yuka: Yuna Taniguchi

Introduction of Main Punirunes-related Toys

New Products Launched in Conjunction with the Start of the TV Animation Series “Punirunes”!

In conjunction with the start of the TV animation series, the Company plans to successively launch a series of five toys focused on “texture,” which is the key characteristic of Punirunes, from Saturday, October 1, 2022, including “Punirunes Puni-Plus,” a remake of the hugely popular LCD care toy with a new texture “Punirunes” launched in July 2021, and “Punirunes Punipuni Friends Surprise Puni Happy” collectible figures. Furthermore, T-ARTS Company, Ltd. is producing a diverse lineup of soft toys and candy toys to enable even more people to enjoy “Punirunes.”

Recommended Age:	6 years and up
Sales Channels:	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), etc.
Copyright:	© TOMY/PUNI, TVO (shared by TOMY Company and T-ARTS Company)
Toys website:	TOMY Company: www.takaratomy.co.jp/products/punirunes T-ARTS Company: www.takaratomy-arts.co.jp

● **"Punirunes Puni-Plus"** (three different colors: pastel pink, pastel mint and pastel purple)

The toy body color and design is renewed, while retaining the basic play of the LCD care toy with a new texture "Punirunes," which offers the fun of care play and mini games with a texture that feels like directly touching a character in the LDC screen. New characters and items from TV animation series appear inside the game, which has been renewed as "Punirunes Puni-Plus." In the TV animation series, "Punirunes Puni-Plus" appears as the home of the Punirunes.



- Expected Price: JPY 7,150 (tax included)
- Launch Date in Japan: Scheduled on Saturday, October 1, 2022
- Dimensions: Approx. W 78 × H 72 × D 55 (mm)
- Batteries Required: 3 × AAA alkaline (Batteries are sold separately).

● **"Punirunes Punipuni Friends Surprise Puni-Happy"** (16 types in all, with the type inside each package kept secret)

Opening the case designed to look just like the LCD toy "Punirunes Puni-Plus," it becomes the house of the Punirunes, with a "squishy" textured figure inside. The product is designed to realize the imagination of the user wondering if Punirunes are really inside. The figures are made to a size that is easy to hold (total length around 40 mm), to be enjoyed in the same way as a fidget toy. 16 types have been developed in all, including the secret type in lottery format, so that users can enjoy collecting them.



*One type of figure is inside each case, and the figure type cannot be selected.

* The images are for visual representation purposes only.

- Expected Price: JPY 1,078 (tax included)
- Launch Date in Japan: Scheduled on Saturday, October 29, 2022
- Dimensions: Case approx. W 78 × H 72 × D 55 (mm)

[T-ARTS Company Products]

● Punirunes soft toy

Soft toys of the characters appearing in the TV animation series. The product size is larger to enable users to cuddle it.



Airun



Enerun

Expected Price: JPY 2,420 each (tax included)
 Launch Date in Japan: Early October 2022
 Dimensions: Airun approx. W 200 × H 240 × D 150 (mm)
 Enerun approx. W 220 × H 200 × D 200 (mm)

● “Punirunes Puffy, Pudgy Stickers” (candy toy)

A candy toy that includes a large, adorable, semi-transparent Punirunes puffy-sticker and a piece of chewing gum.



[Example of Stickers]

Expected Price: JPY 198 (tax included)
 Launch Date in Japan: Late October 2022
 Dimensions: Approx. W 78 × H 105 × D 10 (mm)
 *Planned to be sold at supermarket candy sections nationwide

Various other products are planned for development in addition to those introduced here. Please see the Company’s website for details.

Developing “Puni-Shop” Antenna Stores

“Puni-Shop” antenna stores offering a wide range of Punirunes merchandise are scheduled to open at seven Kiddy Land stores throughout Japan from Saturday, October 1, 2022. To celebrate their opening, they will run a campaign offering special rewards to customers who purchase products during the campaign period.

[Campaign Schedule]

Period From Saturday, October 1, 2022 until planned

*Ends when the special rewards have run out

Eligible stores: Seven Kiddy Land stores throughout Japan (Harajuku Store, Umeda Store, Futako Tamagawa Store, Kichijoji Store, Kamiotai Store, LaLaport EXPOCITY Store, Kobe Store)

★The latest information about the campaign and other information is kept updated on TOMY Company’s official Punirunes website (www.takaratomy.co.jp/products/punirunes).



* The images are for visual representation purposes only.

For press inquiries, please contact:

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For product inquiries from consumers, please contact:

TOMY Customer Service (Japanese only) Tel: 0570-041031 (Navi-Dial)