

For Immediate Release

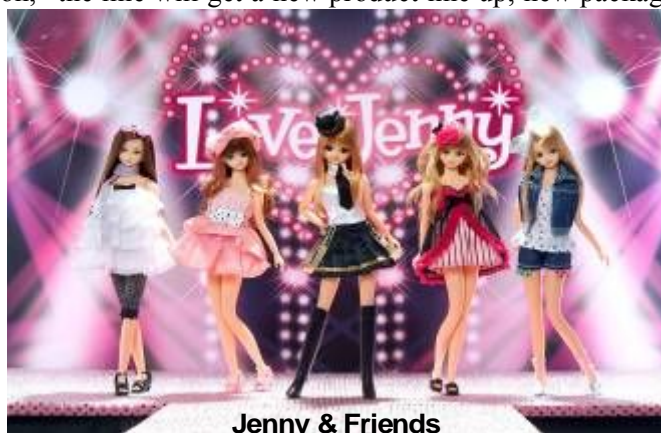
Now in its 24<sup>th</sup> Year, the *Jenny* Line Gets a Make-Over With More “Eye Power”

Fashion Doll Renewal! ***Jenny*** Launched September 16<sup>th</sup>

Four Friends Launched Too! Totally Coordinated Apparel & Accessory Sets

Tokyo, Japan, August 30, 2010: TOMY Company, Ltd. (President, Kantaro Tomiyama), announces a renewal of the *Jenny* line of fashion dolls and accessories. From September 16, 2010, the renewed line will launch at toy retailers nation-wide. This marks the first time in 10 years for Jenny’s face to get a refresh and in keeping with the latest fashion trend, her eyes will get enhanced “eye power” along with other subtle changes. Under the theme of “Complete Coordination,” the line will get a new product line up, new package design and even a completely new *Jenny* logo.

Since *Jenny*’s introduction in 1986<sup>1</sup>, the line has reflected the fashions of the times. The renewed line, again setting Jenny as a fashion model, introduces the theme of “Complete Coordination.” The renewed Jenny, along with four friends, introduces five different fashion styles to suit a wide variety of tastes, including “Cool Style” and “Princess Style.” As always, the line features fashions with an exceptionally high level of quality and detail.



Jenny & Friends

In the works are doll box sets with apparel and accessories included, and other apparel & accessory sets including tops, bottoms and accessories (bags, shoes, etc.) sold separately, for complete fun in fashion coordination. The new line up includes the new “Exte-Change Jenny” featuring multiple hair extensions for changing hairstyles (SRP JPY 3,990, incl. 5% Japan consumption tax); four other friends of Jenny doll sets, Shion, Ayano, Jessica and Mirai, each including a variety of hair and make-up accessories; and affordable apparel & accessory items called “Wear Box” items, with the first 35 items to be launched in September and 25 more items in November (SRP JPY 630, incl. tax). In all, 77 new products are planned and TOMY is targeting JPY 1 billion in sales for the *Jenny* line over the next three years.

The latest refresh for *Jenny* reflects the “Eye Power” fashion trend, emphasizing glamorous make-up and fashion for the eyes so Jenny’s eyes have been made slightly larger and the eyelashes given more volume. The new *Jenny* logo and packaging has also been given a bold black and pink motif for a “lovely & cool” image. 27cm *Jenny* dolls are designed to fit the Jenny character persona as a fashion model, with a tall and slender shape and beautiful legs which look good in any type of fashion. Young girls who can’t yet wear high fashion clothes themselves, can immerse themselves in the pretend world of a professional stylists by dressing up Jenny in all the fashionable styles they can imagine and dream about for themselves. This type of play is an invaluable facet of learning for young girls which teaches them about aesthetics and fashion while also expanding their imaginations.

<sup>1</sup> The Jenny line has its roots in pre-merger Takara’s *Barbie* line, which was sold under license from Mattel. Takara created its own version *Barbie* doll for the Japanese line with a look and shape more appealing to Japanese girls. In 1986, when the contract with Mattel ended, Takara relaunched the line, changing the name from *Barbie* to *Jenny* and the current line was born. The original *Jenny* story set the Jenny character as a 17 year old fashion model from Los Angeles, with many friends included in the line. Over time, the themes and fashions of the line have changed to reflect the changes in the real world. For young girls, Jenny represents a fashionable, mature young woman to whom they can aspire. *Jenny* has also been admired for its excellent quality by parents as well as doll collectors around the world and many renowned designer brands have also collaborated on the *Jenny* line.

**HoriPro Talent Scout Caravan Grand Prix Finalist to be Featured in a Jenny TV Commercial**

On August 29, 2010, 14-year old Seia Yasuda was announced as the 2010 Grand Prix finalist of the famed “HoriPro Talent Scout Caravan” which HoriPro Inc. (Tokyo, Meguro City, Yoshitaka Hori, President) has conducted since 1976. The competition, which has launched the careers of such celebrities as Kyoko Fukada and Satomi Ishihara, will now see its latest finalist shine in the next *Jenny* TV commercial, to be aired this winter. The Official *Jenny* website ([www.takaratomy.co.jp/products/jenny](http://www.takaratomy.co.jp/products/jenny)) will also feature a behind-the-scene look at the making of the commercial.



**Seia Yasuda**

**Doll Set Details**

Product Names: Exte-Change Jenny; Airy Cut Shion; Kira Cawa Deco Ayano; Yuru Fuwa Curl Jessica; Pop Color Mirai  
 SRP: SRP JPY 3,990, incl. 5% Japan consumption tax  
 Date on Sale in Japan: September 16, 2010  
 Recommended Age: 6 years +  
 Sales Channels: Department Stores, toy retailers and other major retailers nation-wide  
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**Airy Cut Shion**  
(Princess Style)



**Kira Cawa Deco Ayano**  
(Love-Cute Style)



**Exte-Change Jenny**  
(Cool Style)



**Yuru Fuwa Curl Jessica**  
(Princess-Gal Style)



**Pop Color Mirai**  
(Pop Casual Style)

Doll	Fashion	Hair & Make-Up	Fashion Play
Jenny	Cool Style	Exte-Change	Add hair extensions to give Jenny a long hair look
Shion	Princess Style	Airy Cut	Cut, brush and style Shion’s hair
Ayano	Love-Cute Style	Kira Cawa Deco	Decorate Ayano and her clothes with fashion stickers
Jessica	Princess-Gal Style	Yuru Fuwa Curl	Use the special “curling iron” and curlers to curl Jessica’s hair.
Mirai	Pop Casual Style	Pop Color	Color Mirai’s hair, face, etc. with the coloring pens.

<p><b>For Press Inquiries Contact:</b>          Tomy Company, Ltd.          Public Relations Division          Tel: 03-5654-1280 Fax: 03-5654-1380</p>	<p><b>For Consumer Inquiries Contact:</b>          Tomy Customer Service (Japanese only)          Tel: 03-5560-1031 or Visit Our Website:  <a href="http://www.takaratomy.co.jp">www.takaratomy.co.jp</a></p>
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**Appendix: Additional Product Details**

**Mix & Match Tops, Bottoms & Accessories for Complete Coordination**



Shown above are the first 35 “Wear box” items launching in September.  
Each item comes with its own hanger. (SRP JPY 630).



**“Wear Set”**

5 varieties, doll not included, SRP JPY 2,100



**Cosmetics**  
(for use on dolls)  
SRP JPY 630



**Shoes Set**  
6-pair set  
SRP JPY 1,260



**“Jenny in Leotard”**

Doll included, 2 styles, SRP JPY 1,890



**“Jenny in Room Wear”**

Doll included, SRP JPY 2,625



**“Symbol Jenny”**

Doll included, SRP JPY 3,360

Notes: All prices are Suggested Retail Price (SRP), including 5% Japan Consumption Tax.