

For Immediate Release

Sways & squishes  
side to side

Adorable Animatronic Mushroom Will Light Up Your Life!

Featured at Santa  
Claus Academy Event  
on Nov. 28thLights Up & Sways When  
Vibration Sensor is Activated***Kinopuyo***On Sale  
November 18<sup>th</sup>*Kinopuyo* Will Light the Way for 70 Santa Claus Apprentices at the Kiddyland Harajuku Cat Street Store

Tokyo, Japan, November 19th, 2010: TOMY Company, Ltd. (President, Kantaro Tomiyama), announces *Kinopuyo*, a mushroom shaped animatronic light with an integrated vibration sensor. *Kinopuyo* will go on sale in Japan on November 18<sup>th</sup>, 2010, and will be available at toy retailers nation-wide. The SRP for *Kinopuyo* is JPY 2,499, incl. 5% Japan consumption tax.

*Kinopuyo* is a tabletop light which lights up and bobs and sways its squishy body automatically when the vibration sensor detects movement through its tree trunk shaped base. Common actions such as putting down a set of keys or even a door closing can set off *Kinopuyo*'s heartwarming action. *Kinopuyo* was developed with a mix of both practicality (as a useful nightlight) and a Spirit of Fun. This is the same spirit of fun from the company which created such world-wide sensations as Rock N Flower (1988), MusiCan (1990) and MicroPets (2002).

*Kinopuyo*'s head is made from translucent plastic and the torso is made from soft elastic material, allowing the head to glow and the body to bend and sway. There is also a candle-like light which glows from the tree trunk base. Users can choose from three action modes: In "Lively Mode" *Kinopuyo* sways its body and blinks its lights at random. In "Steady Mode" it sways and lights up for a certain time but does not blink. In "Light Mode" *Kinopuyo*'s light glows or blinks for a moment but it doesn't move. *Kinopuyo* is 11.5 centimeters wide at the base and the face is a combination mushroom and baby chick, with adorable round eyes and a yellow beak on its mushroom cap head. The name is a play on the Japanese words *kinoko* (mushroom), *puyo-puyo* (soft like jelly) and *piyo* (onomatopoeia for the chirp of a baby chick). *Kinopuyo* will be sold in three color variations, red, yellow and pink.



In daily life, *Kinopuyo* makes a cute and useful nightlight, just right for an entranceway, hallway or beside the bed. It can also serve as a cheerful desk companion. Whenever a bit of cheer is needed, *Kinopuyo*'s action can be summoned with a light tap on the desk. Whether for the home or the shop, sharing time with *Kinopuyo* makes life just a little bit brighter and happier. With Japan in the midst of a trendy mushroom boom, *Kinopuyo* is cute enough to stand out from the average toadstool.

On November 28, 2010, as part of its company mission to deliver dreams to all children, TOMY will be supporting and participating in the Santa Claus Academy and *Kinopuyo* will be a part of it. More than 70 Santa Clause apprentices will test their new skills, ho-ho-ho-ing and smiling at Tokyoites as they make a march down Omotesando avenue to the renowned toy store and popular tourist attraction, Kiddy Land, Harajuku Cat Street Store<sup>1</sup> in full Santa dress. With Rudolph still on vacation until Christmas Eve, the path will be lit for the Santa Apprentices by *Kinopuyo*!

<sup>1</sup> Kiddy Land is temporarily located on Cat Street, just around the corner from the original flagship store's location while the original Kiddy Land Building undergoes a major reconstruction. The new Kiddy Land Building is scheduled to reopen in the summer of 2012.



## Product Details

Product Name:	<i>Kinopuyo</i> 3 colors: <i>Fall in Love Pink, Happiness Red</i> and <i>Cheerful Yellow</i> .
Suggested Retail Price:	JPY 2,499, incl. 5% Japan consumption tax
Date on Sale in Japan:	November 18 <sup>th</sup> , 2010
Date on Sale Internationally:	TBA
Recommended Age:	8 years +
Product Size:	(W)115 × (H)120 × (D)110 mm
Sales Channels:	Department Stores, toy and variety stores and major retailers nationwide
Copyright:	(C) TOMY
Batteries Required:	3 x AA Alkaline batteries (batteries sold separately)
Battery Life:	Approx. three months (Based on 10 activations/day in Steady Mode. Results may vary depending on battery brands and other variables.)
Website:	<a href="http://www.takaratomy.co.jp/products/kinopuyo/">http://www.takaratomy.co.jp/products/kinopuyo/</a>



### *Kinopuyo*

Three colors, from left: *Fall in Love Pink, Happiness Red* and *Cheerful Yellow*.

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