

For Immediate Release

Featuring Live & Animated Content Linking Merchandise, Shops, Events!

New Girls'
TV Program***Pretty Rhythm Aurora Dream***¹ Starts
April, 2011

Fashion, Song, Dance... Young Girls Chase Their Dreams... Promotes "Girl Power"

Tokyo, Japan, January 25, 2011: TOMY Company, Ltd. (President, Kantaro Tomiyama) announces TOMY's participation in the production consortium for the development of new TV program for young girls, *Pretty Rhythm Aurora Dream*¹, based on TOMY's original content, the popular coin-operated video game, *Pretty Rhythm*. The program will start in April 2011, reaching a nationwide audience on the TV Tokyo Network (6 Stations) and BS Japan. The TAKARATOMY Group will launch toys, apparel and a wide variety of novelty products based on this program, aiming for ¥8.5 billion in Group sales in annual sales. South Korean toy company, Sonokong Company, Ltd. is also a consortium member and plans to launch a wide variety of toys and merchandise in South Korea along with the broadcast of the program there from the summer of 2011.

The new TV program, *Pretty Rhythm Aurora Dream*, aims to link the anime's storyline, the merchandise and special boutique shops with the uniquely mixed program featuring both reality programming and animated content. The total concept aims to inspire the "Girl Power" generation of young girls who are working hard to chase their dreams.

The TV Program:**Fashion, Dance, Song, Infotainment-Packed, Mix of Anime & Live Action:
Creating a New TV Genre Sensation**

Pretty Rhythm Aurora Dream is composed of anime and live action TV programming. It is a show which will help young girls to grow as they brush up their unique personalities and pursue their dreams. With a storyline revolving around girls pursuing the dream of becoming a star, it blends fashion, dance and song with animation and live programming offering information girls crave. In the live infotainment portion, young girls who are the same age as the protagonist of the anime will discuss topics which are the same fashionable themes and events in the storyline. Like the characters in the anime, the live action participants will also grow and improve their talents as they aim to become stars themselves.

Merchandise:**The Hot Brand Introduced in the Anime Will Be Brought to Life with Toys, Apparel, Etc.
The Coin-Op Game Will Also Be Refreshed**

The TAKARATOMY Group will release a wide variety of products under the brand, Prism Stone. This brand is also featured in the storyline of the anime and is intended to help girls achieve their dream of leading the sparkling life of a celebrity. Merchandise will include toys from TOMY, apparel from Tinkerbell Inc. and plush and novelty goods from T-Arts. TOMY's development partner for the *Pretty Rhythm* coin-operated video game, syn Sophia Inc. will also renew the content of the game while AVEX Entertainment will launch DVDs and Shogakukan Inc. will publish related manga, etc.

Boutique Shop:**The Prism Stone Boutique Featured in the Anime Will Also Open in Real Life**

In the *Pretty Rhythm Aurora Dream* storyline the protagonist's favorite boutique is Prism Stone. This boutique will come to life in the real world, opening in April in Yokohama's Landmark Plaza. Products and events which are featured in the anime will appear in real time at the real-world shop, so when viewers say to themselves, "I wish I could go to that shop!" they will actually be able to go! Some limited edition products sold only at the shop will also be available and the shop will be a place to learn about new trends and information.



¹ The title *Pretty Rhythm Aurora Dream* and various character names mentioned throughout this release refer to the Japanese version. The title and character names may change when released in other countries and languages.

Events:

The Pretty Rhythm Aurora Dream TV Program Will Feature Viewer Participation Auditions Will Be Held for Young Girls to Appear on the Program

Consortium partners, TOMY, AVEX Entertainment, Shogakukan, TV Tokyo et al will also sponsor and promote auditions for young girls dreaming of a chance at stardom to earn the chance to appear on the program.

Pretty Rhythm was first serialized as a manga by Shuesha Inc. when it was featured in the girls' manga, *Ribbon*, starting from July 2010. Now, in conjunction with the start of the TV program *Pretty Rhythm Aurora Dream*, Shogakukan will publish a new manga series in the girls' comic, *Chao*. With two *Pretty Rhythm* series' in print, the *Pretty Rhythm* brand will be reaching a wide range of elementary school girls.

Over the past year, teen girl idol groups have been a social phenomenon. Additionally, the Japanese term *joshi-kai* (ladies gathering) was coined, meaning groups of ladies going out together—no men allowed! These trends are indicative of the economic and cultural influence of women in Japan, a kind of “*Girl Power*” which becoming increasingly apparent. It is an age where powerful young ladies who work hard to chase their dreams and realize their full potential can be a source of inspiration for people of all ages who cheer from the sidelines and find a bit of success for themselves. The goal of the *Pretty Rhythm* game, which was released in July of 2010, is for the protagonists to use fashion, dance, etc. to become stars. TOMY's new TV program, *Pretty Rhythm Aurora Dream*, likewise is meant to be a source of inspiration for young girls and ladies to continue chasing their dreams, and to use their *Girl Power* to reinvigorate Japanese society.

Pretty Rhythm Aurora Dream TV Program Summary

- Title: *Pretty Rhythm Aurora Dream*
- Broadcast: Nationwide, starting April 2011 on the TV Tokyo Network (6 Stations) and BS Japan Network.
- Target: Elementary, middle school and high school girls
- Original Work: TOMY Company, Ltd. / syn Sophia Inc.
- Production: Tatsunoko Productions / syn Sophia Inc.
- Director: Masakazu Hishida
- Music Director: Yukio Nagasaki
- Series Composition: Deko Akao
- Character Design: Akio Watanabe
- Music: Seikou Nagaoka
- Opening Theme Song: You May Dream, LISP (Kana Asumi, Azusa Kataoka, Sayuri Hara)
- Ending Theme Song Artist: SUPER☆GiRLS (Song title TBD)
- Voice Actors: Kana Asumi (LISP) as Harune Aira, Sayuri Hara (LISP) as Amamiya Rizumu, Azusa Kataoka (LISP) as Takamine Mion.
- Copyright: ©T OMY / syn Sophia / TV Tokyo / PRA Production Consortium
- Story Summary: To perform on The Prism Show requires expert levels the three arts of Dance-Skating, fashion coordination and singing. To reach this level requires a high degree of skill, perception and voice talent, plus high popularity. Two friends named Rizumu (Rhythm) and Aira are vying to be chosen for the Prism Show and become Prism Queen. They sometimes quarrel, sometimes like a guy, sometimes worry about life, but all the while they try their best to improve their skills at dance, singing and fashion sense so that they can reach dream.



The Production Consortium (In alphabetical Order)

- AVEX Entertainment
- Nihon Ad Systems, Inc.
- Shogakukan, Inc.
- Sonokong Company, Ltd.
- syn Sophia, Inc.
- Tatsunoko Production
- TOMY Company, Ltd.
- TV Tokyo Corporation



The Main Characters

About the Renewal of Pretty Rhythm Video Game

In conjunction with the broadcast of the new TV program, the coin operated game will also be updated as follows:

- Renewal Point 1

A new heroine, Aira, will be added

- Renewal Point 2

Fashion coordinates from the TV program will appear in the game

- Renewal Point 3

The theme song from the anime will form the basis for a new game stage



Two Player Mode



Aira & Rizumu

■ Renewal Point 4

A 2-Player Mode will be added to the game

New “Prism Stone” brand merchandise from the TAKARATOMY Group

■ Prism Mille-Feuille Cards Vol. 1 (from TOMY)

SRP JPY 399, incl. 5% tax. On sale April 2011-01-25

Transparent cards which will feature *Pretty Rhythm Aurora Dream* characters and various fashion coordinates which appear in the game and anime. They can be stacked in layers to mix and match fashions.

Also available:

Larger “Starter Set,” SRP JPY 1,575, tax incl., April 2011

Prism Mille-Feuille Card File, two types, SRP JPY 997, April 2011



■ Prism Stone Petit File (from TOMY)

SRP JPY 500, incl. 5% tax. On sale April 2011

Mini-files which hold the Prism Stone Medallions used to play the coin-operated *Pretty Rhythm* video game. They will feature characters and motifs from the anime such as the rabbit, Rabi-chi and the bear, Bea-chi. Available in four styles.

Also available: a “trunk” style holder for Prism Stone Medallions, SRP JPY 2,625, on sale April 2011.

■ Medium Sized Character Plush Animals (from T-ARTS)

SRP JPY 3,000, incl. 5% tax. On sale April 2011

Two 28cm character plush animals in the shape of characters from the anime, the rabbit, Rabi-chi and the bear, Bea-chi.

Also available:

Small sized (20cm) plush animals, SRP JPY 1,500, tax incl., April 2011

Mini key-chain plush, SRP JPY 800, April 2011



From Summer 2011, an Expanded Selection of Dance & Fashion Themed Toys Will Launch!

About the *Pretty Rhythm* Coin Operated Game

The girls’ coin operated game *Pretty Rhythm* was developed by TOMY and syn Sophia and was launched in July 2010. The game costs JPY 100 per play and involves the popular girls’ themes of fashion, dance and singing. Using coin-sized flat rhinestone motif disks called Prism Stones which feature different fashion items, the player combines the stones, acting as a sort of stylist, fashion coordinator. The player also competes as a figure skater, street dancer, etc. collecting points for correctly copying the many difficult moves. The game has also inspired a serial manga in the girls manga magazine, “*Ribbon*,” which also started in July of 2010. Additionally, the girl idol band, AKB48 sub-unit, “*Mini-skirt*” collaborated with *Pretty Rhythm* and were depicted in the game as a band called “*Pretty Rhythm Mini-skirt*.” Currently there are 2,000 units of the *Pretty Rhythm* coin operated game in operation throughout Japan, and are most popular among 8-10 year old girls.



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: 03-5650-1031 or Visit Our Website:
www.takaratomy.co.jp