

For Immediate Release

Bringing Smiles and Strengthening Family Ties through the Power of Toys



Christmas 2011 Product Guide

Great gifts
for kids &
adults!

Key Themes: Family Time; Electricity Conservation; Toy Innovation; Staying In; Movie Items

Tokyo, Japan, November 24, 2011: In the wake of the disasters due to the Great East Japan Earthquake earlier this year, many people in Japan have a higher appreciation for the bonds of friends and family and when it comes to toys, people are especially looking for items which bring smiles to children, which help people get closer together and which bring good cheer and laughter to adults. TOMY Company, Ltd. (President, Kantaro Tomiyama), has renewed its dedication to providing products which suit these times and for this Christmas and New Year season is offering products which fit in the following four key themes: 1. Family Time and get-togethers which also conserve electricity; 2. Trends and Innovations for 2011; 3. Creating home entertainment and; 4. Providing toys connecting fans to their favorite movie content.

1. Family Time and get-togethers which also conserve electricity

Long-selling items including *Licca-chan*, *Koeda-chan* and *B-Daman*

Two long-selling favorites are the current *Licca-chan* dress-up doll and *Koeda-chan*¹ mini-doll series. Although they are also nostalgic for many current moms and grandmas who played with them as children, they are also modernized, having evolved for the children of today, making them ideal for parents and adults to play along with children. Similarly, many men who loved shooting marbles with their friends as kids, can now play *B-Daman*, a modern marble shooting hobby first launched in 1993. Sold in 30 countries, over 80 million *B-Daman* units have been sold. In 2010, the latest generation of the character-based line, *Cross Fight B-Daman*, was launched and a new anime series began in October 2011.

Analog Games, *Jinsei Game*, *Kurohige Kiki Ippatsu* and *Jenga*

Following the disasters in Japan, games which allowed family and friends to get together for fun and conversation have been increasingly popular. Such games have shown major sales increases, with April-September shipments of TOMY's popular board game series, *Jinsei Game*² up 20%, shipments of the table-top action game *Kurohige Kiki Ippatsu*³ and strategy action game *Jenga* up 40% versus the same period in 2010 and all series have shown overall increases versus last year. People have flocked to these games, noting that they can contribute to electricity conservation as families gather into one room to play and their simple rules allow people of any age to enjoy them.



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Licca-chan fan spokesperson and child celebrity, Mana Ashida



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Koeda-chan No Ki No O-uchi
SRP ¥6,090 (incl. tax), Launched July 28, 2011
Dolls and furniture sold separately



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Cross Fight B-Daman:
CB-23 Cho-Kaizo Set Power & Rensha
SRP ¥2,625 (incl. tax), Launched Nov. 12, 2012

¹ *Koeda-chan* has been sold internationally under the name, *Treena*.

² *Jinsei Game* is the Japanese brand name for the *Game of Life* series of games, sold in Japan under license from Hasbro. TOMY develops completely original versions for the Japan market, making it one of the best selling board games in Japan.

³ *Kurohige Kiki Ippatsu* is the Japanese brand name for TOMY's internationally renowned original series of action games known as *Pop Up Pirate* in English.



Jinsei Game (The Game of Life)
SRP ¥3,780 (incl. tax), on sale now.



Jinsei Game: Gyappu Tengoku (dt: The Game of Life, Generation Gap Heaven)
SRP ¥3,990 (incl. tax), launched April 2, 2011
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(L) Jenga
SRP ¥2,079 (incl. tax), on sale now.

(R) Jumbo Jenga
SRP ¥3,129 (incl. tax), on sale now.
launched Aug 4, 2011

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Jenga(R) is a registered trademark of
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(L) Kurohige Kiki Ippatsu
(Pop Up Pirate)
SRP ¥1,885 (incl. tax), on sale now.

(R) Jumbo Kurohige Kiki Ippatsu
(Jumbo Pop Up Pirate)
SRP ¥3,129 (incl. tax), on sale now.
launched Oct 20, 2011

© TOMY

■ **Licca-chan, Japan's Best Selling Doll (First Launched 1967)**

The 2011 spokesperson for *Licca-chan* is Mana Ashida, who has been the breakout child movie star and celebrity of the year. As a fan of *Licca-chan* since she was three years old, she makes the perfect real-world representative for *Licca-chan*. This year, the *Licca-chan Thirty One Ice Cream Shop* (dt: Baskin Robbins 31 Flavors Ice Cream Shop⁴) set (launched April 21, 2011, SRP ¥4,725, incl. tax) was honored in the Japan Toy Awards with a Grand Prize in the Girls Toy category. Also available is the *Mote-Kawa Curl Licca-chan* (dt: Popular & Cute Curls Licca-chan) doll (launched June 30, 2011, SRP ¥3,780, incl. tax), which has hair made of a special material which allows easy curling of the hair

■ **Koeda-chan, TOMY's Original Mini-Doll Character Line (First Launched 1977)**

Koeda-chan was first launched in 1977 along with the product which has become the hallmark of the brand, *Koeda-chan To Ki No O-uchi* (dt: Koeda-chan's Treehouse). The brand has since seen several revivals but the nature theme and the unique, cute design and universe, the popular tree house and gimmicks and popular characters have been loved by two generations of young girls age three to six. Mothers love the nostalgia, the ability to play together with their girls, the colorful, cute design, the "no-batteries needed" feature and the gimmicks which bring out the curiosity in little girls. The main item, *Koeda-chan To Ki No O-uchi house* (SRP ¥6,090, incl. tax) has exceeded sales targets for the first year. Other items such as the *Koeda-chan No Kasanaru O-uchi* (dt: Koeda-chan Stacking Houses) series (SRP ¥504, incl. tax) are also on sale.

■ **Cross Fight B-Daman Modernized Marble Shooting Hobby**

The toy system consists of marble shooting figures of approximately 80mm which shoot a marble out of their body when a trigger is pushed. Children compete by mastering elements of shooting strength, control, and rapid fire skills, etc. By customizing the shooter-figures with additional components, the characteristics can be changed to improve stability, trigger ease, shooting strength, rapid fire speed, etc. While the basic shooting play pattern is simple, the competitive element of original customization, practicing technique and creativity make for endless fun. In October 2011 a new B-Daman animated series started, broadcast Sunday mornings from 8:45 a.m. on six stations in the Tokyo TV network. Products in the new line include *CB-23 Cho-Kaizo Set Power & Rensha* (dt: Ultra-Mod Set Power & Rapid Fire) (SRP ¥2,625, incl. tax) and *CB-01 Starter Accel Dracian* (SRP ¥892, incl. tax).

⁴ "dt" indicates direct English translations. Such English translations given in this release are unofficial and for convenience only. If and when these products are sold internationally, the names and/or product specifications may differ. Not all products sold in Japan will be available in other markets.

2. Trends and Innovations for 2011

Ningen Gakki, Virtual Masters Real, Boggle Flash, and Yubi-Con

Music produced by people touching each other; augmented reality technology; English vocabulary digital puzzle, perfect for students studying English; smart phone-like touch panel controllers: the cutting edge technology used in toys is amazing. These products have something for children and adults.



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Ningen Gakki

(From T-ARTS)
Two colors
SRP ¥3,360 (incl. tax),
launched June, 30, 2011



© 2011 T-ARTS

Virtual Masters Real

(From T-ARTS)
Two colors, Black, White.
SRP ¥6,279 (incl. tax),
launched July, 21, 2011



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Boggle Flash

SRP ¥4,515 (incl. tax),
launched Nov, 17, 2011



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Yubi-Con

SRP ¥5,229 (incl. tax),
Two varieties,
Patrol Car and Fire-Truck.
Launched June, 16, 2011

■ **Ningen Gakki, two varieties, SRP ¥3,360 incl. tax**

Ningen Gakki literally means “Human Musical Instrument” in Japanese and it literally turns two, three or four people touching it simultaneously into musical instruments. *Ningen Gakki* sends an electrical signal through the bodies of those holding it so that by touching each other, for example a touching another’s cheek, a musical tone plays. And a new note plays with each touch, playing a song. Following the launch of the original version in June, a new version, *Ningen Gakki Minna Ga Shitteiru Hitto Song* (dt: Ningen Gakki, Hit Songs Everybody Knows) will be launched in November with added hit songs such as *Maru Maru, Mori Mori*, music from AKB48 etc. It’s a perfect item for Christmas and New Year’s when family and friends get together. *Ningen Gakki* was a Grand Prize winner in the Innovative Toy category in the 2011 Japan Toy Awards, as well as a Grand Prix winner at the 2011 Tokyo International Gift Show. *Ningen Gakki* is manufactured and distributed by TOMY subsidiary, T-ARTS.

■ **Virtual Masters Real, in two varieties, SRP ¥6,279 incl. tax**

A super realistic digital fishing simulator which features augmented reality to turn any spot into a fishing spot! It consists of a 0.3 mega pixel CMOS digital camera, a 2.4” color LCD display, speaker, action sensor, etc. But the biggest feature is the augmented reality technology which augments any location shown on the screen such as a living room or the park or even people walking around, to show images of fish swimming around. Along with the AR, simulated physical feedback from the rod and reel in the form of vibration and sounds from the reel and flexing action for the rod complete the fishing simulation experience. *Virtual Masters Real* was honored with an Excellence Award in the Boys Toy category in the 2011 Japan Toy Awards. *Virtual Masters Real* is manufactured and distributed by TOMY subsidiary, T-ARTS.

■ **Boggle Flash, SRP ¥4,515 incl. tax**

Boggle Flash is an English vocabulary digital puzzle game. The product has 6,828 vocabulary words in its memory and three different games can be enjoyed by 1 or more players and by people with English abilities from beginner to advanced level. It consists of five blocks with LCD screens which automatically display letters which can be rearranged to create words. The players must try to make as many words as possible within the allotted time. For example, given the letters, “A-P-N-S-T,” words such as “ANT,” “SNAP” and “PANTS” could be made. *Boggle Flash* was launched in September 2010 by Hasbro of the USA and was awarded Game of the Year in the Toy Industry Association’s Toy of the Year Awards.

■ **Yubi-Con, SRP ¥5,229 incl. tax**

The IR remote control is used like the touch panel of a smart-phone, controlling the direction of the car with the simple slide of a finger. A forward, back, left, right or circular sliding motion makes it move as directed. Additionally, the car makes announcements such as “Moving forward!” or “Obstacle in the way!” The simplicity of the controller is such that even physically challenged children can easily operate it and the audio announcements allow even visually impaired children to enjoy playing with it. For this reason, *Yubi-Con* was honored with a Grand Prize in the Universal Design category of the 2011 Japan Toy Awards. Additionally, it garnered an Excellence Award in the Innovative Toy category in the same awards.

3. Staying In

Beer Hour, Okashi Na Umaibo Stick Party, Mimicry Pet

Earlier in the year many people in Japan were avoiding going out, along with reducing their travel and leisure. Subsequently, there was increased interest in electricity conservation, overcoming the heat and more generally, products which help to make stay-at-home time more fun and interesting. In keeping with these needs, TOMY released items to add some fun to having a beer or a snack at home and some seemingly simple plush toys which instead are designed to produce laugh-out-loud moments. These items are perfect for Christmas and New Year's holiday party scene whether bought for oneself or as a Christmas gift.



© 2011 T-ARTS

Beer Hour

(From T-ARTS)
Four colors
SRP ¥1,995 (incl. tax),
launched May, 19, 2011



© ぽん

Okashi Na Umaibo Stick Party

(From T-ARTS)
Three varieties
SRP ¥699 (incl. tax),
launched December, 3, 2011



© 2011 T-ARTS

Mimicry Pet

(From T-ARTS)
Seven varieties * Picture: 3 colors of Hamsters
SRP ¥2,940 (incl. tax),
launched March, 3, 2011

■ **Beer Hour, in four colors, SRP ¥1,995 incl. tax**

Beer Hour is a handy serving device which attaches to standard beer cans and simulates the effect of drawing beer from a commercial draft beer tap. The name is a clever pun, since the Japanese pronunciation of “hour” is similar to the Japanese word for foam, “awa.” When the lever on *Beer Hour* is pressed, the device uses a motor and agitator to produce a silky smooth froth just like the pub and is perfect for beer connoisseurs who want to create that “perfect” 7:3 beer-to-head ratio at home. *Beer Hour* is ideal for holiday parties, as both a practical and fun item. *Beer Hour* is already a hit, with over 220,000 units shipped. *Beer Hour* manufactured and distributed by TOMY subsidiary, T-ARTS. *Note: *Beer Hour* is intended to be used with alcoholic beverages, and is only appropriate for adults aged 20 and over.

■ **Okashi Na Umaibo, in three varieties, SRP ¥699 incl. tax**

Umaibo is a popular cylindrical puffed corn snack from Japan, sold by Yaokin, Inc. *Okashi Na Umaibo Stick Party* is a device which slices the cylindrical *Umaibo* snack lengthwise into thinner sticks of various sizes depending on which of the included four cutter attachments is attached. The cutters can slice an *Umaibo* into four, six or eight straight sticks or the “spiral” cutter can slice an *Umaibo* into two “twisted,” spiral halves. Spiral halves from different flavors can be put together to create fun, original flavors. The product name is a pun since “okashi” means both “funny” and “snack.” *Okashi Na Umaibo Stick Party* is manufactured and distributed by TOMY subsidiary, T-ARTS.

■ **Mimicry Pet, in seven varieties, SRP ¥2,940 incl. tax**

Mimicry Pet is a series of electronic plush animals which repeat words, phrases or any sounds, in a squeaky voice, while simultaneously twitching their bodies for a hilarious effect. Japanese, English, Chinese, any language or even laughter or short melodies can be repeated. Seven varieties are available and include hamsters (three colors), toy poodles (two colors) and lop-eared rabbits (two colors). *Mimicry Pet* is manufactured and distributed by TOMY subsidiary, T-ARTS.

4. Movie Themes

Japan's original character, *Transformers*, the popular animated movie by Disney/Pixar, *Cars 2* and the ground-breaking release of two *Pokémon* movies simultaneously in the summer of 2011.

TOMY has a line up of toys from the biggest movie hits of this past summer! At the end of the year DVD and BlueRay Discs of these titles will also go on sale. Fun content and fun toys for everyone!



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DA-28 Striker Optimus
SRP ¥9,240 (incl. tax),
launched November, 17, 2011



©Disney/Pixar

(L): Cars 2 Laser control
Three varieties *Photo: McQueen
SRP ¥5,775 (incl. tax),
launched October, 27, 2011

(R): Cars Tomica
Twenty nine varieties *Picture: C-18 Shu Todoroki
SRP ¥735 (incl. tax),
launched October, 27, 2011



© Nintendo・Creatures・GAME FREAK
・TV Tokyo・ShoPro・JR Kikaku
© Pokémon

Pocket Monster Best Wish
Two varieties
SRP ¥6,279 (incl. tax),
launched October, 1, 2011

■ Transformers

TRANSFORMERS: Dark of the Moon, the third in the Hollywood blockbuster *TRANSFORMERS* movie series, launched in Japan on July 29, 2011. The *TRANSFORMERS* Movie Series toy line also launched on May 14, 2011 and the Japan line up, which is part of a worldwide rollout in about 100 countries, consists of more than 80 items. *TRANSFORMERS* transforming robot toys which originated in Japan and came of age in America following their debut there in 1984, are now loved by children and adults worldwide. The *TRANSFORMERS* Movie Series action figure toy line utilizes highly advanced transforming technology and realistic character designs to faithfully embody the characters from the movie into the products. These toys are a true combination of Hollywood entertainment creativity and TOMY's 30-plus years of transforming toy technological development.

■ Cars 2

Cars 2, the popular animated movie from Disney/Pixar, launched in Japan on July 30, 2011. The toy line-up includes *Cars Tomica* die-cast mini cars, racing courses which transform into base stations, and other fun toys for a total of approximately 60 items. The "Japanese" character, Shu Todoroki is especially popular in Japan and ranks just behind the main characters, Lightning McQueen and Mater in *Cars Tomica* sales. The new "Laser Control" series (JPY 5,775, incl. tax) lets kids control the car with a beam of light. The child just moves the "laser" light pointer and the car follows it! It launched in October.

■ Pocket Monster

In an innovative move which excited the *Pokémon* world, two *Pokémon* movies, *Pokémon the Movie: Black — Victini and Reshiram* and *Pokémon the Movie: White—Victini and Zekrom*⁵ were released simultaneously in Japan on July 16, 2011. *Pokémon* toys are equally exciting, as they faithfully re-create items from the movie. For example, with *Monster Ball BW* (JPY 3,675 Incl. tax) kids can simulate the capture of a monster using light and sound, right in their bedroom! But miss the monster and the ball opens automatically, just like in the real anime! Likewise, the *Pokémon Zukan (Pokédex)* (2 types/ JPY 6,279, incl. tax) is a super re-creation of the Pokédex electronic dictionary of Pocket Monsters used in the anime. It has a touch panel color liquid crystal display and can recount all 153 Pocket Monsters and their type, using the original voices from the anime!

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⁵ These are the official English movie titles. In Japanese the titles are *Gekijōban Poketto Monsutā Besuto Uisshu Bikutini to Shiroki Eiyū Reshiramu* and *Gekijōban Poketto Monsutā Besuto Uisshu Bikutini to Kuroki Eiyū Zekuromu*.