

For Immediate Release



Christmas 2012 Product Guide

Key Trends this Year:

Smartphones, Skytree & Tokyo Station, Multi-Generation Toys, Ageless Beauty, Sugi-chan

Tokyo, Japan, November 19, 2012: This year two new popular “destination” landmarks opened in Tokyo: Tokyo Skytree® on May 22 and the renovated and restored Tokyo-Marunouchi Station Building on October 1, capturing the attention of the nation and giving people a welcome excuse to break from the “nesting” trend that had taken hold since last year. At the same time, Japan also witnessed the increasing use of and advancements in smartphones. As always, trends in society were reflected in the toys from TOMY Company, Ltd. (a.k.a. K.K. TAKARATOMY, President & CEO, Kantaro Tomiyama) and for this Christmas and New Year season, when family and friends will gather for fun and celebration and gift giving, TOMY would like to introduce new products with themes such as smartphone interaction; Skytree and Tokyo Station; long-selling brands which are loved by three generations; the *bimajo*¹ phenomenon; and superstar comedian, “Sugi-chan,” among others.

Smartphones Smartphone Interaction – “There’s an app for that”

***Furby* Animatronic Plush Pet with Next-Generation Technology, 10 varieties (JPY 7,140 inc. tax, launched Oct. 20, 2012)**

Furby was first introduced in the U.S. by Hasbro in 1998 and was launched in Japan by TOMY in 1999 and became a popular sensation. In its first year on sale in Japan it sold 3.3 million units and the beloved electronic plush pet went on to sell an incredible 40 million+ units worldwide over the first three years. Now, *Furby* is back with other new features including: changing personalities depending on how it is treated and how much attention it gets from its owner; a wide and entertaining vocabulary of Furbish and English across the many personalities; a penchant for singing and dancing along with music; and even its own smartphone app which allows the user to feed *Furby* items such as sushi, pizza and even chili sauce or dirty socks! The app also has an automatic translator and a *Furby*-English dictionary. Of course, *Furby* is loads of fun by itself, but playing along with the smartphone app adds a new dimension of interactive play.



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Compatible with iPad®, iPod touch®, iPhone®

¹ *Bimajo* (literally, “beautiful witch” in Japanese) is used to describe women over 35 whose “ageless beauty” defies their years.
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Tokyo Skytree® and Tokyo Station Popular New Spots

On May 22nd the Tokyo Solamachi shopping complex opened as part of the Tokyo Skytree Town®. Among the stores were the newest Tomica and Plarail Shops. In keeping with the theme, on the same date, a Tokyo Skytree Town® themed *Plarail* toy train set also went on sale. Then, on October 1st the newly renovated and restored Tokyo Station debuted, with the classical red brick building of the original Marunouchi station building. And within the Tokyo Station complex, the Plarail Shop Tokyo Store, a favorite of train loving tourists, experienced a surge of visitors, exceeding target sales by 40%.

Tomica Shop and Plarail Shops

Tomica diecast toy cars and *Plarail* toy train sets have 40 and 50 year histories respectively, giving them the distinction of having been enjoyed by three generations. Tomica Shops and Plarail Shops are specialty “destination” shops for fans of these popular brands. Beyond just toys, Tomica and Plarail Shops have a wide variety of *Tomica* and *Plarail* branded household goods, candy, apparel, and other merchandise. Like all Tomica and Plarail Shops, the Tokyo Station and Solamachi stores offer “shop exclusive” items only available at each shop, and perfect souvenir items such as Skytree-related items.

Contact the shops as follows (Note that the personnel at these shops generally speak only Japanese).
Tomica Shop - Tokyo Store: Tel: 03-5220-1351 Hours 10:00-20:30 Plarail Shop - Tokyo Store: Tel: 03-3286-3211 Hours 10:00-20:30 Address: Marunouchi 1-9-1, Chiyoda City, Tokyo Located within the First Avenue Tokyo Station underground shopping mall on “Tokyo Character Street”
Tomica Shop - Solamachi Store: Tel: 03-5610-2925 Hours 10:00-21:00 Plarail Shop - Solamachi Store: Tel: 03-5610-2923 Hours 10:00-21:00 Address: Oshiage 1-Chome 1-2, Sumida City, Tokyo Located on the third floor of the Tokyo Skytree Town shopping mall
Tomica Shop Official Website: http://www.takaratomy.co.jp/products/tomicashop/ Plarail Shop Official Website: http://www.takaratomy.co.jp/products/plarailshop/index.htm

Plarail, Tobu Spacia de Ikou! Tokyo Skytree® Set (JPY 3,990 inc. tax, launches November 22, 2012)

(“Plarail, Let’s Go to Tokyo Skytree on the Tobu Spacia”²)
This *Plarail* train set recreates the popular new Tokyo Skytree Town® landmark, including track, models of Tokyo Skytree Town® and Tokyo Skytree Station and Tobu Railway’s modern Spacia Miyabi train.



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Tomica City Parking

(JPY 6,090, incl. tax, launched July 13, 2012)

This high-rise parking structure makes it loads of fun to park *Tomica* diecast vehicles. It has a battery powered automatic elevator that spins the cars round and round as they go up or down and get off to park on any floor and of course, the elevator can also be operated by hand. From the top of the elevator, *Tomica* cars get off to zip down the spiral slope, which kids will want to do again and again. For even more *Tomica* fun, *Tomica City Parking* connects to the 4-story *Super Auto Tomica Building* (sold separately, JPY 6,279 incl. tax).



Tomica Diecast cars sold separately ©TOMY

² This translation and all product name translations in this release are direct English translations of the Japanese product name. They are not official English names and are 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.

Three Generations The Whole Family Plays

With families spending more and more time together, toy brands which have been enjoyed by two and three generations of children, as well as toys which children can play together with mom and dad, grandpa and grandma alike, are in the spotlight. One example is the long-selling *Licca* brand of dolls and this year the *Licca* world got an addition to the family in the form of a 56 year old maternal grandmother, “Yohko” who “lives nearby and *Licca* often visits.” The active lifestyle and relative youth of “Grandma Yohko” also gives a nod to the *bimajo* phenomenon.

Another brand which has stood the test of time is the *Plarail* line of toy trains, now in its 53rd year. The extension brand launched last year, *Plarail Advance*, with its miniaturized scale, is proving popular with three generations of train lovers.

***Daisuki-na Obaa-chan* (“My Dear Grandmother”) (JPY 3,360 inc. tax, launched April 26, 2012)**

The newest family member in the popular *Licca* doll series is 56 year old maternal grandmother, “Yohko Kayama.” She is the mother of *Licca*’s mother, Orie, and runs a small flower shop-café. Her introduction is in response to several social factors. Dual working parents are increasingly relying on grandparents to care for children, leading to grandparents spending more play time with grandchildren. Many grandmothers are now part of the “*Licca* Generation,” meaning that they grew up playing with *Licca* themselves. Such grandmothers can appreciate a new “Grandma” for *Licca* to match their own family life with their granddaughters. And finally, a greater appreciation for the bonds of family and friends, resulting from the Great East Japan Earthquake, is a factor making such family oriented play time more popular than ever.

リカちゃん



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Plarail Advance: E5 Kei Shinkansen Renketsu & Fukusen Point Rail Set

(“E5 Class Connecting Bullet Train with Double Track Point Rail”) (JPY 6,300 inc. tax, Launched September, 29 2012)

First launched in 1959, *Plarail* is a long-selling toy train system with iconic blue track which allows an infinite number of train layouts. As an extension to this brand, *Plarail Advance* was launched last year with the unique feature that the trains have been miniaturized so that two trains can run side-by-side on traditional *Plarail* track. With trains only about 1.9cm wide and 3cm tall, more realistic designs and proportions and a low price point, it’s proving to be popular fun for kids and adults with approximately half a million units already sold.



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Holiday Parties Party Games and Stocking Stuffers

This year, savvy holiday party planners will be choosing super fun products that groups will love such as *BattroBorg 20* motion activated battling robots; *Jinsei Game*³ (*Game of Life*), the game that sparks fun and conversation for people of all ages; and a special licensed version of the popular party game, *Kurohige Kiki Ippatsu*⁴, called *Sugi-chan Kiki Ippatsu Da-zeh...*, featuring Sugi-chan, this year's hottest celebrity-comedian.

And for the perfect Christmas stocking stuffer, *Tomica* diecast cars come in varieties, colors and licenses to please anybody.

***BattroBorg 20* (JPY 3,990 inc. tax, Launched July 14, 2012)**

BattroBorg 20 are robots with motion activated controllers which allow the users to control them "avatar" style, as they battle in boxing fashion. The controller is easy to learn, with no special skills required. It has two hand-grips connected by a cable which are held, one in each hand. As the user swings a right hand punch or a left-hand hook, *BattroBorg 20* also swings, mirroring the user's actions. The simplicity, combined with the miniature, high-tech robotic action is making *BattroBorg 20* popular among not just kids, but many adults as well. Since up to 20



robots can do battle simultaneously, it's a perfect party activity to get everybody in the action. Already more than 200,000 units have shipped since the launch in July and it is sure to be a favorite Christmas present this year. For a really special gift, look for the *Exciting Versus Set* (JPY 7,875) which contains two robots and controllers, so two people can start battling right away.

***Sugi-chan Kiki Ippatsu Da-zeh...* (JPY 3,150 inc. tax, Launches Nov. 22, 2012)**

This is a special version of our long-selling *Kurohige Kiki Ippatsu*, this time with the likeness of Sugi-chan, the break out celebrity comedian of 2012, replacing the iconic pirate. When the players thrust the swords into the barrel they hear hilarious phrases recorded by Sugi-chan himself⁵. Of course, the phrases play on Sugi-chan's popular jokes and gags from his famous stand-up comedy routine. There are 15 phrases in all. This game is guaranteed to be a hit at Christmas and New Year's parties this year.



Jinsei Game
(JPY 3,780, on sale now)



Disney Motors
Lagoon Wagon Christmas Edition 2012 Mickey Mouse
(JPY 787, launched Nov. 3, 2012)

³ *Jinsei Game* is the Japanese brand name for the *Game of Life* series of games, sold in Japan under license from Hasbro. TOMY develops a wide range of original versions for the Japan market, making it one of the best selling board games in Japan.

⁴ *Kurohige Kiki Ippatsu* (literally, "Blackbeard's Dangerous Explosion") is the Japanese brand name for TOMY's internationally renowned original series of action games known as *Pop Up Pirate* in English.

⁵ A sample of the Japanese phrases heard as swords are thrust into the barrel: 「ワイルドだろお～」 「スギちゃん黒ひげになっちゃったぜえ～ヒゲ生えてないのにだぜえ～」 「痛くないぜえ？プラスチックだからだぜえ～」、剣で「スギちゃん」人形を飛ばしてしまうと「スギちゃん飛んじやったぜえ？」

Sleepy Time Peaceful Sleep, Cozy Relaxation

Cold winter nights make us want to wrap ourselves and our children up in a cozy blanket to warm our bodies and our hearts, so “sleepy time” is always a popular theme this time of year. *Tenjou Ippai! O-Yasumi Home Theater* (“A Full Ceiling! Good Night Home Theater”) makes it easy for the family to gather together for a home light show at bed time. *O-Yasumi Goo-Goo Friends Kuma No Pooh-san* (“Winnie the Pooh, Good Night Sleepy Sounds Friends”) also makes bedtime more inviting through innovative technology built into a huggable bed-time plush toy.

***Tenjou Ippai! O-Yasumi Home Theater* (“A Full Ceiling! Good Night Home Theater”) (JPY 7,329 inc. tax, on sale now)**

Projecting a ceiling full of colorful images, along with a musical melodies, our long-selling bedtime projector is better than ever, now with LED lamps projecting a bigger and brighter 3.8m diameter image on the ceiling. Bedtime for baby, and of course for parents too, becomes a dreamy world of lights and melodies. The included *Hoshi Zora Nenne* (“Sleepy, Starry Sky”) disk of lights and music includes 25 different lullabies and classical melodies from around the world. Additional disks, sold separately, allow for many other music and light shows. You can also set a built in auto-off timer for 15, 30 or 45 minutes.



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***O-Yasumi Goo-Goo Friends Kuma No Pooh-san* (“Winnie the Pooh, Good Night Sleepy Sounds Friends”) (JPY 5,229 inc. tax, launched Sept. 1, 2012)**

This innovative plush toy contains a special mechanism which makes Pooh’s tummy expand and contract and makes sleepy breathing sounds as if he’s alive and breathing in a child’s arms. This soothing “breathing” action which helps children relax and drift off to sleep was developed in collaboration with Prof. Ikuo Homma of the Department of Physiology at the Showa University School of Medicine. With a soft outer shell that is machine washable, this sleep-aid is fine for babies from one year up, and of course adults may find it soothing as well. The product features three different modes: In “Simple Mode” the tummy movement and breathing sounds repeat every five seconds. In *Negoto Goo-Goo Mode* (“Sleepy Talk Mode”) Pooh will also occasionally mutter some sleepy words and sounds. And finally, Melody Mode plays three different slow melodies perfect for bedtime. Whether this bedtime bear is held tight or simply sitting next to the pillow, it is sure to help little ones fall asleep peacefully. A 15 minute auto-off timer puts Pooh to sleep too.



©Disney. Based on the “Winnie the Pooh” works by A.A. Milne and E.H. Shepard

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