



Another favorite is *Freddie the Firefly* (SRP JPY 2,520, incl. tax), a plush toy for 6m+ babies. It incorporates 25 different features designed to pique babies' curiosity. For example, by touching the four wings, babies can enjoy different features like a crinkling sound. Among the other features are a pocket, a mirror, a rattling bell inside the head, legs and antennae made of strings with knots, pull rings attached to his tail with a springing chord and even a teether built in as well.

Such developmentally focused features that stimulate babies' imagination are the reason why *Lamaze* has been loved and appreciated by mothers and fathers around the world.

With the integration of TOMY International, TOMY not only strengthened distribution of its existing products into Europe, the U.S. and Oceania, it made it possible to expand newly acquired TOMY International global brands such as *Lamaze*. With this new global distribution strength, TOMY will redouble its efforts to design, develop and distribute toys that excite markets around the world.

**Lamaze Series Products**



*Nuno No Eihon Konnichiwa Panda (Panda Pals Soft Book)*  
SRP JPY 2,100, incl. tax

*Nuno No Eihon Sawatte Hakken (Classic Discovery Soft Book)*  
SRP JPY 2,100, incl. tax

*Nuno No Eihon Mori de Inai Inai Baa (Peek-a-Boo Forest Soft Book)*  
SRP JPY 2,100, incl. tax



*Mushi-san No Anyo de Ratoru (High Contrast Foot Finders)*  
SRP JPY 1,260, incl. tax

*Pengin Furi Furi Pippi (Bend & Squeak Penguin)*  
SRP JPY 945, incl. tax

*Panda No Pari Pari Ratoru (Panda Rattle)*  
SRP JPY 945, incl. tax

*Katatumuri No Buidzu Gara Gara (Shakin' Snail Rattle)*  
SRP JPY 945, incl. tax



*Hotaru No Tezawari Ippai (Freddy the Firefly)*  
SRP JPY 2,520, incl. tax

*Tako No Yubi Saki Asobi (Activity Time)*  
SRP JPY 3,360, incl. tax

*Tsunde Ringu Bohru (Soft Stacking Ball)*  
SRP JPY 2,520, incl. tax

## Lamaze Products Description

Brand name:	<i>Lamaze</i>
Launch date:	January 26, 2013
Products:	10 items in all (see previous page for details)
SRP:	JPY 945 to 3,360 (incl. 5% Japan Consumption tax)
Target age:	0 months+, 6 months+
Target sales:	Series total, 150,000 units in the first year
Distribution:	Toy stores, Department stores, general retailers, e-commerce retailers, etc.
Copyright:	© TOMY
Official website:	<a href="http://www.takaratomy.co.jp/products/babyonline/event1209/index.html">http://www.takaratomy.co.jp/products/babyonline/event1209/index.html</a> (Japanese only)

Lamaze® for happy, healthy moms and babies. The purchase of a Lamaze product supports the Lamaze International mission to help moms and babies have the safest, healthiest birth possible. For additional information visit [www.lamaze.org](http://www.lamaze.org).

Lamaze® is a registered trademark of Lamaze International.



**TOMY's introductory items from the *Lamaze* Series  
10 Items, on sale January 26, 2013**

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