



For Immediate Release

Global Launch of Toys Related to the Latest Disney Movie, *Zootopia*
Executive Producer John Lasseter's Latest Production,
Depicting a World of Unique Animal Characters



Tokyo, Japan, February 12, 2016: The TOMY Group (TOMY Company, Ltd.; Head Office: Katsushika-ku, Tokyo/Representative Director, President & CEO: H.G. Meij) has acquired license for global toy merchandising in relation to the latest Disney movie, *Zootopia* (release dates: March 4, 2016 (U.S.) / April 23, 2016 (Japan)). The TOMY Group is selling toys depicting the world of *Zootopia* in over 30 countries and regions worldwide.

This is the third Disney movie for which the TOMY Group has acquired a license for global toy merchandising. The previous two movies were *Inside Out* which was released worldwide last summer, and *The Good Dinosaur*, whose release schedule across the globe has been continuing since last year (date of Japanese release: March 12, 2016).

The *Zootopia* toys are being launched in stages beginning early February 2016 in North America, Europe, Oceania and elsewhere, and from late March 2016 in Japan. (* Advance sales of the toys started at some retailers in North America in January.)



Vehicle and Figures from TOMY's *Zootopia* Toy Line

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Zootopia is the latest movie by Walt Disney Animation Studios which also produced the worldwide hits *Frozen* and *Big Hero 6*. The fantasy-adventure movie is set in the high-tech world of *Zootopia*, populated by anthropomorphic animals full of charismatic individuality. The main characters are a rabbit named Judy who dreams of becoming a police officer and a con-artist fox named Nick. People who have seen the trailer are already talking about the detailed drawings and adorable gestures of the animal characters, not to mention the single-minded earnestness of the movie's heroine. The movie was produced by such top talent as Disney film hit-maker John Lasseter who was its executive producer, its director Byron Howard who also had a hand in *Tangled* which still boasts enduring popularity, and Rich Moore who directed the big hit movie *Wreck-It Ralph*. TOMY is offering a wide range of products tailored to its target markets, amounting to more than 15 types of merchandise that enable customers to engage in play recreating scenes of the movie. The merchandise is to include toy vehicles modeled after those featured in the movie, movable figures conveying the appeal of the

movie's characters, along with plush toys, TOMICA mini toy cars, and GACHA items (capsule toys). (* Products made available vary by region.)

The TOMY Group has been offering numerous toys related to Disney movie productions. The TOMY Group excels at developing wide-ranging products tailored to respective target markets, backed by not only its capability to plan innovative high-quality merchandise and its worldwide sales network, but also its talent at recreating the worlds depicted in respective film productions. For the *Zootopia* toy line as well, the TOMY Group will work on further extending its merchandise supply network across the globe by both drawing on existing channels and developing new channels.

The TOMY Group offers toys that are highly faithful reproductions so that customers can have fun recreating movie scenes, and creates the qualities in toys that promote "play," a common language shared throughout the world. Going forward as well, the TOMY Group will continue developing merchandise geared toward an extensive target market worldwide.

TOMY *Zootopia* Toy Line

Vehicles/Deluxe Vehicles

These play sets come with a vehicle featured in the movie, figures and related accessories. They include everything needed for recreating different scenes of *Zootopia*, such as by having figures ride in the vehicle and using different accessories.

(*Meter Maid Pursuit* / *Nick's Convertible* / *Judy's Police Cruiser*; from JPY 2,500 excluding tax)



Meter Maid Pursuit



Nick's Convertible



Judy's Police Cruiser

Character Packs (Core Figures)

The figure sets contain two figures each, depicting characters with unique personalities who appeared in *Zootopia*. The figures are poseable with movable arms and legs, and can be used in conjunction with vehicles and playsets (JPY 1,200 each, excluding tax).



Judy's Carrot Recorder and Badge

This is the *Carrot Recorder Pen* that heroine Judy uses in the *Zootopia*, featured prominently throughout the story line. It features Judy's police badge, and enables users to record and play back sound, just like in the movie.

(JPY 2,500, excluding tax)



Feature Plush with Sounds

These plush toys contain recordings of phrases used by the characters in *Zootopia*. These products enable users to enjoy the distinctive phrases of Judy and Nick, while gaining even greater appreciation of the movie.

(JPY 3,600, excluding tax) * Recorded phrases are in English.



Zootopia TOMICA

This series of products consists of TOMY original brand *TOMICA* die-cast mini toy cars which are reproductions of vehicles featured in *Zootopia*. These palm-sized, easy-to-handle metal toys feature massive feeling, detailed design and elaborate workmanship.

(JPY 950 each, excluding tax)



Beans Collection Series

(sold by: T-ARTS Company, Ltd.)

This series of palm-sized plush toys is designed with stylized features for that extra touch of cuteness.

(JPY 1,380 each, excluding tax)



GACHA (Capsule Toy) Zootopia Ball Chain Mascot Figures

(sold by: T-ARTS Company, Ltd.)

These full-color mascot figures are designed to portray an animated touch with respect to the main characters of the movie. There are five types available, at sizes ranging between roughly 35 mm to 55 mm.

(JPY 300 per item, including tax; scheduled to go on sale in April)





The latest movie from Disney, hit-makers of Frozen and Big Hero 6
Zootopia—Where animals live like people!
It's the utopia of everyone's dreams... well, ideally anyway.

Zootopia is a metropolis where animals live like people. This society is everyone's ideal world, easily as high-tech and civilized as anything mere humans could do—until it faces its most serious crisis ever... Enter Judy, a rabbit who dreams of becoming a fine, upstanding police officer. By teaming up with disillusioned con-artist Nick, will she be able to bring about a miracle? In this heart-moving fantasy adventure from Disney, which has delivered such hits as Frozen and Big Hero 6, we are taught the “courage to believe in our dreams.”

Executive Producer: John Lasseter Producer: Clark Spencer
Directors: Byron Howard (*Tangled*), Rich Moore (*Wreck-It Ralph*)
Distributor: Walt Disney Studios Japan
U.S. wide release date: March 4, 2016
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Japan roadshow release date:
Golden Week Saturday, April 23, 2016
Disney.jp/Zootopia

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