



August 1, 2016

For Immediate Release

### **Coordinated Global Release of Game-Synchronized Toy**

**Release of *POKÉMON Z-RING* to Begin from November 18 (Friday)!  
Game-Synchronized Toy Provides 4D Experience by Synchronizing Sounds,  
Lights, and Vibrations with the Latest Nintendo 3DS Video Game Titles  
*Pokémon Sun* and *Pokémon Moon***

Tokyo, Japan, August 1, 2016: TOMY Company, Ltd. (hereinafter “TOMY”; Head Office: Katsushika-ku, Tokyo/Representative Director, President & CEO: H.G. Meij) will launch the *POKÉMON Z-RING* (SRP JPY 2,600, excl. tax), a reproduction of the bracelet worn by the lead character in the Nintendo 3DS video game titles *Pokémon Sun* and *Pokémon Moon* (to be released by The Pokémon Company), the latest titles in the *POKÉMON*\*<sup>1</sup> series. The toy will be simultaneously launched in Japan, North America and Australia on November 18, 2016 to coincide with the release of the video game. It will then be launched in phases in at least 20 countries and regions worldwide including Europe.

The *POKÉMON Z-RING* can be synchronized with *Pokémon Sun* and *Pokémon Moon* to enhance the play experience. When the player uses the *Z-MOVE* in the *Pokémon Sun* and *Pokémon Moon* game, the *POKÉMON Z-RING* worn on the player’s wrist **simultaneously reacts to the sounds emitted by the Nintendo 3DS and game to produce sounds, lights, and vibrations** that differ depending on what type of *Z-CRYSTAL* is selected. This enables the players to feel as though they are actually there performing a powerful *Z-MOVE*. The *POKÉMON Z-RING* is the first video game-synchronized toy that TOMY has produced over its 19 years of creating *POKÉMON* toy merchandise since 1997.



#### **■Synchronized sound, light and vibration! A new toy that enables players to truly feel the power of the game!**

The *Z-MOVE*, a new element in *Pokémon Sun* and *Pokémon Moon* is a devastating move in which the full force of the *POKÉMON* Trainer’s will is combined with the *POKÉMON* to unleash both of their power in an explosive burst. It is so powerful it can only be used once in each battle. The key items for using the *Z-MOVE* are the *Z-RING* worn by the *POKÉMON* Trainer and the *Z-CRYSTAL* of the *POKÉMON*. The *Z-MOVE* the *POKÉMON* can produce changes depending on the type of *Z-CRYSTAL* used/inserted in the bracelet. By attaching different types of *Z-CRYSTALS* in the *POKÉMON Z-RING* the emitted color and sound effect change and a symbol appears when the *POKÉMON Z-RING* is lit up, enabling the player to enjoy recreating scenes in the video game where they performed a *Z-MOVE*. The *POKÉMON Z-RING* is a detailed reproduction of the *Z-RING* that appears in the game. TOMY aims to sell 3 million units of the *POKÉMON Z-RING* worldwide.

**■ Coordinated global release to coincide with the release of the latest game software**

In October 2012, TOMY's U.S. subsidiary TOMY International, Inc. (Head Office: Illinois, U.S./CEO: H.G. Meij) acquired a commercial license for *POKÉMON* toys in Europe and the U.S., and the TOMY Group has been planning, developing, and selling *POKÉMON* toys outside of Japan and Asia where it previously operated in each global region\*<sup>2</sup>.

This year *POKÉMON* marks its 20th anniversary. For 19 years, the TOMY Group has been developing *POKÉMON* toys, sharing the *POKÉMON* goal of "continuing to make *POKÉMON* fresh, attractive, and beloved by people over the world."<sup>\*3</sup> TOMY will continue to innovate new ways to play by introducing new characters, and play patterns, while also aiming for market expansion of the *POKÉMON* content.

\*1 *POKÉMON* is content born from software for Nintendo *GAME BOY* launched in 1996.

\*2 On October 14, 2012, TOMY's U.S. subsidiary TOMY International, Inc. and The Pokémon Company International (Head Office: Washington, U.S./President: Kenji Okubo), a U.S. subsidiary of The Pokémon Company (Head Office: Minato-ku, Tokyo/President and Representative Director: Tsunekazu Ishihara), concluded a multi-year global toy license agreement.

\*3 Some contents of the product sets to be launched will vary by country/region

## Product Description

### UNITED STATES, EUROPE & AUSTRALIA

Product name: *POKÉMON Z-RING SET*

Release date: Simultaneous to video game release in each territory

Suggested retail price: Varies by territory

Target Age: 4+

Pre-order availability: Varies by territory



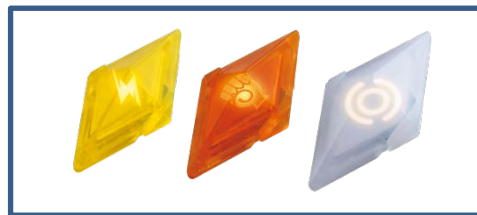
Product name: *POKÉMON Z-CRYSTALS*

Release date: Simultaneous to video game release in each territory

Suggested retail price: Varies by territory

Target Age: 4+

Pre-order availability: Varies by territory



Official website: [http://www.takaratomy.co.jp/products/pokemon/z\\_ring/](http://www.takaratomy.co.jp/products/pokemon/z_ring/)

Copyright: *Pocket Monster* and *Pokémon* are registered trademarks of Nintendo/Creatures/GAME FREAK. *Nintendo 3DS* is a trademark of Nintendo.

#### For Press Inquiries Contact:

TOMY Company, Ltd. Public Relations Team

Tel: 03-5654-1280 Fax: 03-5654-1380