



November 6, 2019

For Immediate Release

Fifth Release in the Oriental Zodiac Series of “ANIA” Animal Action Figures,  
Which Already Have Sales of Ten Million Units!

2020 is the Year of the Rat! Perfect for Your Celebration of  
the First New Year in the Reiwa Era!



**“Oriental Zodiac ANIA (Hedgehog)” to be released on  
Thursday, November 7, 2019**

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release **“Oriental Zodiac ANIA (Hedgehog)”** (SRP: JPY 600/tax not included), the fifth release in the Oriental zodiac series in the motif of next year’s animal symbol, as the latest product of the “ANIA” series, the palm-sized animal action figure brand with one gimmick, on Thursday, November 7, 2019 at toy stores, toy sections of department stores/mass retailers throughout Japan, online stores, selected bookstores, TOMY Company’s official online store “Takara Tomy Mall” ([takaratomymall.jp/](http://takaratomymall.jp/)), etc.



“Oriental Zodiac ANIA (Hedgehog)”

The “ANIA” series has been well received since its launch in June 2013, and more than ten million units, including products sold in sets, have been sold in Japan and overseas (as of October 2019). The “Oriental Zodiac ANIA” series comes in sets, with each set featuring a figure from the Oriental zodiac, a red carpet (felt sheet) and a folding screen. Each product combines Oriental zodiac images with animal motifs of the “ANIA” series. In the fifth annual release, a “hedgehog(\*)” was adopted as a motif associated with the year of the rat.

The “Oriental Zodiac ANIA” series is designed not only to be played with, but also to be displayed to create the festive atmosphere of the New Year. Therefore, it is popular among children, the main target of the “ANIA” series, and is well received by adult customers as well.

TOMY Company will enhance the lineups by planning diverse products, with the aim of developing “ANIA” as the long-standing series that is loved by children and all other people who like animals around the world.

\*Biologically, hedgehogs are classified in the family Erinaceidae, not the family Rodentia.

### <Product Features>

#### **Loveliness of hedgehogs are expressed by molding and coloring!**

The prototype of the product was developed by a person who keeps a hedgehog as a pet. When producing the prototype, she closely observed the hedgehog at home and repeated trial and error to reproduce the character and form of hedgehogs.

The product is available in two colors, including a standard color and a popular color selected from among the actual hedgehog colors.

#### **Aiming to produce a “3D animal picture book” that can be held in the hand and played with!**

The figure was designed not only to have a cute appearance when displayed, but also to be played with by children using their hands. Close attention was also paid to the shape with a neck that can be moved naturally and a head and body that appear as one seamless piece without any unnatural feeling, and the ability to pose the figure simulating various active motions.

### <Product Outline>

Product Name: “Oriental Zodiac ANIA (Hedgehog)”

SRP: JPY 600 (tax not included)

Release Date: Thursday, November 7, 2019

Recommended Age: 3 years and up

Package Contents: Hedgehog A × 1, Hedgehog B × 1, folding screen × 1, red felt carpet × 1

Dimensions: Hedgehog W 29 mm × H 18 mm × D 38 mm

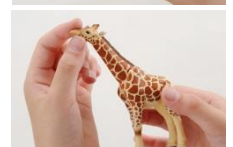
Sales Target: ANIA series total 1,300,000 units per year

Sales Channels: Toy stores, toy sections of department stores/mass retailers throughout Japan, online stores, selected bookstores, TOMY Company’s official online store “Takara Tomy Mall” ([takaratomy.com](http://takaratomy.com)), etc.

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Website: [www.takaratomy.co.jp/products/ania/](http://www.takaratomy.co.jp/products/ania/)

[Official Twitter] @toy\_ania ([twitter.com/toy\\_ania](https://twitter.com/toy_ania))



What is “ANIA”?

The “ANIA” series was launched in 2013 and features a range of hand-held animal action figures with one gimmick. The products are designed as a “3D animal picture book” to stimulate intellectual interest in children who want to know more about the characteristics and types of different animals and as items that parents and children can play with together. These toys are created not just for displaying but based on the concept of animal action figures to be moved and played with. Their hand-held size, movable gimmick action feature and detailed molding have made them popular, and to date more than ten million units have been sold in Japan and overseas (series total; as of October 2019).

The “ANIA” series toys have also received “Guide Dog Mark” certification as “accessible design toys” that children with visual disabilities can enjoy. The series won the Grand Prize in the Accessible Design Toys category at the 2013 Japan Toy Awards.

(1) Hand-held size: Designed to fit perfectly in the palm of a child, the “ANIA” series toys are easy to handle and play with.

(2) Movable gimmick action feature: All “ANIA” series toys feature a movable part that is characteristic of each animal (e.g. a lion that opens its mouth, an elephant that sways its trunk, a giraffe that moves its neck, and a lesser panda that moves its tail). Children can intuitively understand the characteristic part of each animal and play with them by recreating typical poses such as a giraffe reaching up to eat leaves from a tree or a crocodile opening its jaws to catch prey.

(3) Detailed molding: All animals in the “ANIA” series are designed without sharp protrusions to ensure safety of play and are shaped to be appealing to children, in addition to which close attention to detail is paid to coloring and molding to recreate the look of the animal’s skin, feel of its fur, shape of its limbs, appearance of its paw pads, etc.

Official Website [www.takaratomy.co.jp/products/ania/](http://www.takaratomy.co.jp/products/ania/)



**TOMY Company celebrated the 95th anniversary of its founding on February 2, 2019**

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