



For Immediate Release

December 18, 2019

Popular surprise toy!
Total series sales exceed
4 million units!

A new series themed around “snow” and “surprise”!

Sparkling adorable “snowdome” in the L.O.L. world

“L.O.L. Surprise! Winter Disco Glitter Globe”

To be launched Thursday, December 26, 2019

No. 1 product in the toys category for the 17th consecutive month since release in Japan!
(KIDDY LAND, all 45 stores)^(*)

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will expand the “L.O.L. Surprise!” series^(*) with the launch of “L.O.L. Surprise! Winter Disco” series themed around “Snow” and “Surprise,” with five new items to go on sale from Thursday, December 26, 2019 across Japan at toy stores, toy sections of department stores/mass retailers, variety stores, some accessory shops and convenience stores, online stores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.



“L.O.L. Surprise! Winter Disco Glitter Globe”

Main product “L.O.L. Surprise! Winter Disco Glitter Globe” (SRP: JPY 1,850/tax not included) includes eight surprises, with a new element added to the popular “water surprise.” Snow-inspired glitter is sealed in the doll’s hair (head) and also in the transparent outer capsule. Feeding the dolls water will make their hair glitter, and adding water to the capsule will make the glitter inside dance, creating a tiny world that sparkles like a snow globe.

Related items to “Glitter Globe” are the “L.O.L. Surprise! Winter Disco Fluffy Pets” (SRP: JPY 1,980/tax not included), pet dolls to which you can attach and remove fluffy fur, and “L.O.L. Surprise! Winter Disco Lils” (SRP JPY 1,380/tax not included), which can be either a Lil Doll (baby sister or baby brother) or a Lil Pet (small pet). You can stack the “Glitter Globe,” “Fluffy Pets,” and “Lils” capsules on top of each other to build a cute snowman, a “Glitter Snow B.B.”

A tot doll (approx. 80 mm-tall doll) and an O.M.G. doll (approx. 250 mm-tall big-sister doll) are combined as a set for “L.O.L. Surprise! Winter Disco O.M.G.” (SRP: JPY 7,000/tax not included), and you can enjoy 25 surprises with the all-in-one set “L.O.L. Surprise! Winter Disco #OOTD” (SRP: JPY 3,800/tax not included), also to go on sale at the same time.

“L.O.L. Surprise!” In the 17 months since the L.O.L. Surprise series’ Japan launch in July 2018, total sales have surpassed 4 million units (as at November 30, 2019). (*1) Across all 45 stores of the “KIDDY LAND” stores focused on popular character goods (excluding BOOKS KIDDY LAND Kameari store), recorded number one sales in the toys category for 17 consecutive months (July 2018 – November 2019/number one at each store and in the all-store total).

(*2) “L.O.L. SURPRISE!” series ---The series belongs to a genre of toys called “surprise toys” complete with the following attributes: (1) you won’t know what is inside until you open it, (2) it has the element of surprise, (3) and is collectible. With the fun in unboxing and the allure of popular, colorful dolls, the series captures the hearts of a wide range of customers from children to adults, particularly those of elementary school-age children. It has become a driving force for the surge of “surprise toys” in Japan.

Introducing the “L.O.L. Surprise! Winter Disco” series

Introducing the five new products in the “L.O.L. Surprise! Winter Disco” series themed around “snow” and “surprise”!

[L.O.L. Surprise! Winter Disco Glitter Globe]



★New “Water Surprise”! Hair and capsule sparkle like a snowdome!

Snow-inspired glitter is sealed in the doll’s hair (head) and also in the transparent outer capsule. Feeding the dolls water will make their hair glitter, and adding water to the capsule will make the glitter inside dance, creating a sparkling, snowdome-like effect. The capsule also contains coloring powder, so you can enjoy the surprise of the water changing color. As before, there are other “water surprise” such as the doll spilling water from its mouth, or the doll changing color in ice-cold water. (The details of the surprise vary depending on the doll).

Doll-----When you give water to the doll with the bottle included, water fills its hair (head) and glitter sparkles in the water. Once you put the bubble pacifier in the doll’s mouth to seal it, and play with the doll, shaking it up and down, the glitter swirls and sparkles in the doll’s head.

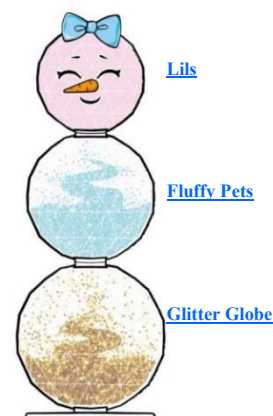
Capsule----The transparent capsule is made of two halves, one of which has a double-walled shell that can be filled with water. When you put the doll inside and close the capsule, it looks like it is in a sparkly snowdome.

★Eight surprises! Glittery outfit and makeup!

With one toy you can enjoy 8 surprises! The bottle, accessory, outfit and shoes that gets unveiled as you open each layer of the package are decorated with sparkling glitter (some items will not have glitter). All dolls’ eye makeup sparkles with special glitter finishes, and 12 new characters, including rare dolls, are introduced.

★Stack the capsules on top of each other to build a cute snowman! Great for room decor!

Capsules of “Glitter Globe” and the separately sold “Fluffy Pets” and “Lils” can be stacked on top of each other, to build a cute snowman, a “Glitter Snow B.B.” They make great interior ornaments like snowdomes.



Stack three capsules on top of each other to build a cute snowman, a “Glitter Snow B.B.”

[L.O.L. Surprise! Winter Disco Fluffy Pets]



★The pet evolves! Remove the fluff and it completely changes!

18 types of pet doll are being introduced. The hairstyle, outfit, color, etc. of the pets are linked to the characters of the past tot dolls (approx. 80 mm-tall dolls). Open the package to reveal a pet doll covered in fluffy fur. Remove the stick-on fluff and the doll changes into a completely different character. By partially removing the fluff, the doll can take various different styles.

(Once the fluff is removed it cannot be placed back completely.)

★Nine surprises! With a surprise unique to pets!

With one toy you can enjoy 9 surprises! The popular “water surprise” includes the “bubbles from the bottom” surprise unique to pets, in addition to the doll spitting water from its mouth, shedding a tear, wetting its pants, changing color in ice-cold water, etc. (The details of the surprise vary depending on the doll). When you pour water into the transparent capsule, just as with the “Glitter Globe,” you can play with it like a snowdome.



[L.O.L. Surprise! Winter Disco Lils]



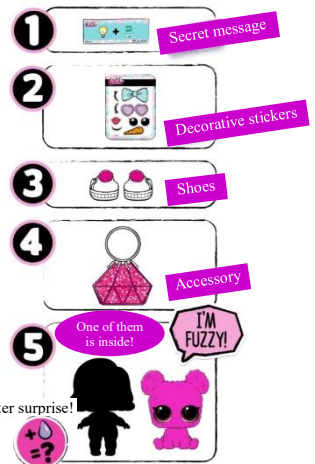
★Five surprises! A Lil Doll or a Lil Pet inside!

With one toy you can enjoy 5 surprises! 12 types of doll are being introduced, including “Lil Dolls” (baby sister or baby brother), with hairstyle and bag, etc. linked to the characters of the past tot dolls (approx. 80 mm-tall dolls), and “Lil Pets” (small pets). You won’t know which one it is until you open the package. You can make the face for your snow man with the decorative stickers on the clear capsule.

(Water cannot be put into the capsule.)

★Remove Lil Pet’s fuzz (fluffy fur) with water for a surprise!

Lil Pet comes out covered in colorful fuzz (fluffy fur). A wash-me type of doll, Lil Pet reveals its identity when you remove its fuzz with water. You can arrange the doll to your liking, according to how you remove the fuzz; you can have a doll with the fuzz completely removed or partially removed.



Product Outline

Launch date in Japan: Thursday, December 26, 2019

Recommended Age: 6 years and up

Sales Channels: Across Japan at toy stores, toy sections of department stores/mass retailers, variety stores, some accessory shops and convenience stores, online stores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomy.jp), etc.

Sales: Series total of 4 million units (cumulative from July 2018)

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Official website: www.takaratomy.co.jp/products/lol/

◆ **“L.O.L. Surprise! Winter Disco Glitter Globe”**



SRP: JPY 1,850 (tax not included)
 Dimensions: Approx. W 75 mm x H 80 mm x D 48 mm (doll body)
 Approx. W 114 mm x H 111 mm x D 99 mm (capsule)
 Includes: Secret message x 1, bubble pacifier x 1, bottle x 1, accessory x 1, outfit x 1, shoes x 1, tot doll x 1, capsule (with capsule stand and doll stand) x 1, collection sheet x 1, instructions x 1
 (Enclosed outfit is one of the 12 types of matching outfits. Depending on the type, doll size and package contents vary.)

◆ **“L.O.L. Surprise! Winter Disco Fluffy Pets”**



SRP: JPY 1,980 (tax not included)
 Dimensions: Approx. W 52 mm x H 68 mm x D 36 mm (pet doll body)
 Approx. W 96 mm x H 101 mm x D 99 mm (capsule)
 Package Contents: Secret message x 1, bottle or soap bubble bottle x 1, accessories x 2, pet brush x 1, hair clips x 2, pet x 1, capsule (with capsule stand and doll stand) x 1, collection sheet x 1, instructions x 1
 (Enclosed outfit is one of the 18 types of matching outfits. Depending on the type, doll size and package contents vary.)

◆ **“L.O.L. Surprise! Winter Disco Lils”**



Includes either a Lil Doll or a Lil Pet!

SRP: JPY 1,380 (tax not included)
 Dimensions: Approx. W 25 mm x H 41 mm x D 27 mm (doll body)
 Approx. W 81 mm x H 83 mm x D 83 mm (capsule)
 Package Contents: Secret message x 1, decorative stickers x 1, accessories x 2, Lil Doll or Lil Pet x 1, capsule (capsule stand, doll stand) x 1, collection sheet x 1, instructions x 1
 (Enclosed outfit is one of the 12 types of matching outfits. Depending on the type, doll size and package contents vary.)

◆ **“L.O.L. Surprise! Winter Disco O.M.G.” (Total of four types)**

A big-sister doll with attractive, cool and fashionable outfit! The “L.O.L. Surprise! Winter Disco O.M.G.” is a luxury set combining an O.M.G. doll (approx. 250 mm) and a tot doll (approx. 80 mm).



24K D.J.

Cosmic Nova
(Each comes with a tot doll)

Snowlicious

Dollie



Cute package, different design for each character!
(Above is Cosmic Nova's package)

SRP: JPY 7,000 (tax not included)
 Dimensions: Approx. W 65 mm x H 250 mm x D 50 mm (doll body)
 W 304 mm x H 304 mm x D 76 mm (package)
 Package Contents: [For 24K D.J., as an example] O.M.G. doll (wearing innerwear and ring) x 1, outfit x 1, shoes x 1, accessories x 2, earrings x 1, hanger x 2, garment bag x 2, bag x 1, brush x 1, hat box x 1, shoebox x 1, stand x 1, tot doll x 1, outfit (for tot) x 1, shoes (for tot) x 1, accessory (for tot) x 1, bottle x 1, instructions on how to play with the water surprise and use the stand x 1
 (Total four types. Depending on the type, doll size and package contents vary.)

◆ **“L.O.L. Surprise! Winter Disco #OOTD”**

25 surprises! An all-in-one set you can enjoy playing with various outfits. Includes a #OOTD limited tot doll (approx. 80 mm-tall doll).



SRP: JPY 3,800 (tax not included)

Dimensions: W 355 mm × H 304 mm × D 57 mm (package size)
W 75 mm × H 80 mm × D 48 mm (doll body)

Package Contents: Tot doll x 1, tops x 6, skirts x 2, pants x 3, dress x 1, coat x 1, swimsuit x 1, shoes x 4, bottle x 1, accessories x 4, bag x 1, sticker x 1, instructions x 1

*** The images published in this release are for visual representation purposes only. Some of them may differ from actual products.**

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

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