



For Immediate Release

May 28, 2021

You can touch “punipuni” characters on the LCD screen with your finger directly!?

LCD care toy with a new “texture,” **“Punirunes”**

To be launched in early July

* * TV commercial 2 types * *

A comic duo **“Pekopa makes an appearance”** and

a song of a band **“YOASOBI”** is featured!

To start airing successively from Thursday, June 3

TOMY Company, Ltd.



LCD care toy with a new texture “Punirunes”

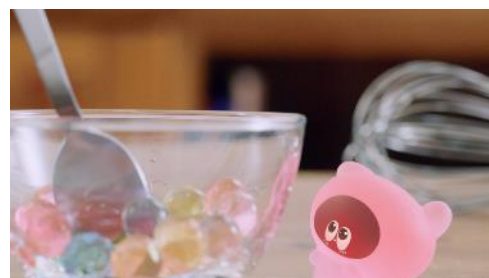
TOMY Company Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will begin accepting pre-orders for **“Punirunes,”** an LCD care toy with a new texture with which you can play as if you directly touch a character in the screen, (three colors・SRP: JPY 6,578 each/tax included) on Monday, May 31, 2021 at TOMY Company’s official online store “Takara Tomy Mall,” etc., and will release the toy in early July at toy stores, toy sections of department stores/mass retailers in Japan, online stores, and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.

With “Punirunes,” once you put your finger in the hole of the main unit, a sensor detects it and a finger appears on the LCD screen. When you operate the “punipuni”-textured button at the depth of the hole, your own finger will be linked to the finger appearing on the LCD screen and you can experience a curious sense of integration between digital and analog as if you actually touch “punipuni” characters in the digital world. This LCD toy, which lets you enjoy care play such as “meal,” “bath,” and “going out” and six types of mini games, makes you feel more affection for characters by adding “punipuni” texture that feels nice like squeeze and slime toys to the button, and take pleasure in warm communication.

In addition, ahead of the release of the product, two types of TV commercials will air successively from Thursday, June 3, 2021. One is **“Pekopa also doing punipuni version”** in which a comedy duo “Pekopa” appears, and the other is **“Punirunes making an appearance version”** featuring a song of “YOASOBI,” a band that makes novels into music. We will promote the appeal of the product from different aspects by featuring the comic duo who is quite popular with children and extremely popular artists in the respective TV commercials.



TV commercials in which “Pekopa” appears



TV commercial featuring a song of “YOASOBI”

Introducing “Punirunes” LCD toy

★You feel as if “you really touch it”! “Curious sense that you can feel through integration between digital and reality!”

Once you put your finger into the hole on the side of the main unit, a sensor detects it and a finger also appears on the LCD screen. When you operate the “punipuni”-textured button at the depth of the hole, a finger appearing on the LCD screen is linked to your finger, so you can take care of the character by moving your finger from side to side to pet the “punipuni” character, long pressing the button and then releasing your finger to make it jump, churning and kneading “Puni mix,” and so on. You can feel a strange sense as if you actually touch “punipuni” characters in the digital world.



You can have fun by long holding a character or petting it from side to side!

★There are many cute characters to which you feel an attachment!



“Punipuni” characters appearing in “Punirunes” are 50 or more types of original characters. There are three different phases of “Babypuni,” “Kidspuni” and “Otonapuni.” They will grow steadily, if you mix and knead “Puni mix” (three types: red, yellow and blue) and “Wonder puni” (20 or more types) to turn it into “MIX puni.” How a character will grow varies depending on the combination of “Puni mix” and “Wonder puni” to be mixed, so it is fun to mix them while letting your imagination run. There are a variety of effects such as characters melting if they are let alone, a rare character appearing by playing a lot, and the time to “Leave” coming and the character leaving behind “Puni parting gift” when it grows up to be “Otonapuni” and then a new “Babypuni” appearing.

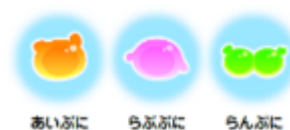
<Examples of characters appearing>



Three types of “Puni mix”



Examples of “Wonder puni”



★“Many care plays using the “punipuni” button!”

In addition to care plays such as “meal,” “kitchen,” “cleaning” and “bath,” with the “Punitto Park” you can play six types of mini games by operating the “punipuni” button with your finger. The toy contains lots of plays. Moreover, you can make a check of closeness with “Punirunes.” The more you play, the higher the “Closeness level” and “Full stomach level” will be.



“Meal”

“Cleaning”

“Bath”

“Mini games”

Operate the “punipuni” button with your finger!

<Product Outline>

Product Name: “**Punirunes**” (three different colors: puni pink, puni purple and puni mint)

SRP: JPY 6,578 each (tax included)

Launch Date in Japan: early July 2021

Recommended Age: 6 years and up

Package Contents: Main unit of Punirunes × 1, instruction manual × 1

Dimensions: W 78 × H 72 × D 55 mm (size of the main unit)

Batteries Required: 3 × AAA alkaline (not included)

Sales Channels: Toy stores, toy sections of department stores, mass electronics retailers, variety stores in Japan, online stores, and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.

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Website: www.takaratomy.co.jp/products/punirunes

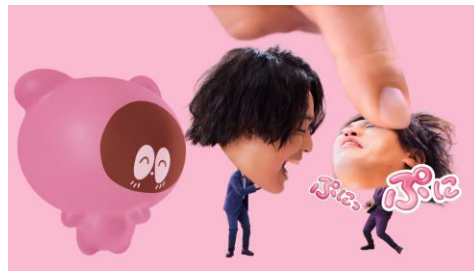


“Punirunes” TV commercial Overview

Ahead of the release of the product, two types of TV commercials will air successively from Thursday, June 3, 2021. One is “Pekopa also doing punipuni version” in which a comic duo “Pekopa” appears, and the other is “Punirunes making an appearance version” featuring “Haruka,” a song of “YOASOBI,” which is a band that makes novels into music.

(1) TV commercial in which “Pekopa” appears

- Commercial title: “Pekopa also doing punipuni version”
- Start of airing: from Thursday, June 3, 2021
- Cast: Shupei, Shoinji Taiyu



[Story]

The storyline is as follows: The members of a duo, Pekopa, become “punipuni” characters, just like Airun, a character of “Punirunes.” As well as punipuni-petting Airun, Shupei also punipuni-pets Shoinji. While showing reluctance, Shoinji makes a good-natured quip that does not deny anything, and interacts with Airun.

[Comment from Pekopa]

◎Shoinji: I never expected I would appear in a commercial in a trio formed with such a strange creature (creature), but I had fun shooting the TV commercial.

Because I’m not punipuni-petted with a finger, I felt with Punirunes’ heart and reacted by shaking my head a lot. So I waant everyone to see it.

◎Shupei: I’m Shupei! More punipuni than my cheeks and feels nice～♪ It’s GREAT you can really touch Punirunes in the screen! Everybody, try touching Punirunes!

(2) TV commercial featuring a song of “YOASOBI”

- **Commercial title: “Punirunes making an appearance version”**
- **Start of airing: from Sunday, June 6, 2021**
- **Cast: Airun, girl**



[Story]

The storyline is as follows: When a girl plays with “Punirunes,” a character “Airun” pops out of the toy and appears in the real world. The girl enjoys everyday life with “Airun,” who is not visible to adults, by giving it a meal, bathing it, going for a walk with it, and so on.

The commercial features a song “Haruka” of “YOASOBI,” which is a music duo consisting of composer Ayase and vocalist ikura. The scene where “Airun” and the girl interact with each other is linked with the world view of “Haruka,” giving a heartwarming effect.

**** A promotion video will also be delivered on “Takara Tomy Channel” ****

A promotion video (approx. five minutes) including the full version of the story that does not fit in the TV commercial will be delivered on the official YouTube channel “Takara Tomy Channel”

(www.takaratomy.co.jp/products/punirunes). On “Takara Tomy Channel,” the “TV commercial video” and the “promotion video” will be delivered from Friday, May 28 prior to the airing on TV.

For press inquiries, please contact:

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For product inquiries from consumers, please contact:

TOMY Customer Service (Japanese only) Tel: 0570-041031 (Navi-Dial)