

For Immediate Release



February 15, 2023

LICCA Doll × Super Mario First Collaboration**“LICCA Doll I love Super Mario”****To be launched on Friday, March 10, 2023****Mario versions of The Game of Life, Pop-up Pirate and capsule toys
from the TOMY Group now on sale!**

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release “LICCA Doll I love Super Mario” (SRP: JPY 5,280/tax included), as a collaboration between “LICCA doll” and “Mario,” who is a popular character for a wide range of generations, as a new product in the LICCA dress-up doll series, on Friday, March 10, 2023, at toy stores, toy sections of department stores and mass retailers in Japan, online shops, and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp) and others.

The TOMY Group has released “The Game of Life,” “Pop-up Pirate” and “capsule toys” in collaboration with Super Mario.



“LICCA Doll I love Super Mario” is dressed with a red hat and blue overalls that are trademark of “Mario.” In addition to a “Mystery Box” designed bag and paper accessories of “Coin,” “Super Mushroom,” “Mini Mushroom” and “Super Star,” the product comes with a background sheet and dedicated stand with which LICCA doll can be displayed together.

The background sheet is reversible. Two designs can be enjoyed using the front and back of the background sheet, with one version that completely looks as though LICCA has entered the game world, and a LICCA doll room version that incorporates Mario motifs. As the dedicated stand differs from the usual stand with two fixed legs and balance can be maintained with just one leg, LICCA can be put into active poses, such as dashing and jumping like “Mario.” Moreover, one detail specific to this product is that LICCA is packaged in “Mario”’s jump pose with her left hand raised.

Through this collaboration between “LICCA doll” and “Mario,” both of which continue to be loved by a wide range of people, we aim for this to be a product where the appeal of “LICCA doll” and “Mario” can be enjoyed.



Select information about recommended Mario-related items



Product Name: **LD-33 LICCA Doll I love Super Mario**

Launch Date in Japan: Friday, March 10, 2023

SRP: JPY 5,280 (tax included)

Recommended Age: 3 years and up

Package Contents: Doll (wearing dress, earrings, and underwear) (1), hat (1), shoes (1), Super Mushroom (paper-based accessory) (1), Super Star (paper-based accessory) (1), Coin (paper-based accessory) (1), Mini Mushroom (paper-based accessory) (1), bag (1), stand (1), background sheet (1)

Sales Channels: 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) and others

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Product Website: licca.takaratomy.co.jp/products/lineup/item.html?i=228851

*This may sell out due to it being a popular product. Thank you for your understanding.

★ Other Mario-related items are on sale! ★

Product Name: **Super Mario Pop-up Pirate**
Launch Date in Japan: Now on sale (from December 2022)
SRP: JPY 2,750 (tax included)
Recommended Age: 4 years and up
Package Contents: Pipe (1), Mario figure (1), sticks (24: green, yellow, red and blue), stickers for sticks (2)
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Product Website: www.takaratomy.co.jp/products/kurohige/products/supermario



Product Name: **The Game of Life PLUS: Super Mario Edition**
Launch Date in Japan: Now on sale (from May 2022)
SRP: JPY 5,500 (tax included)
Recommended Age: 8 years and up
Package Contents: Game board (1), roulette wheel (assembly-type) (1), character tokens (4), star pegs (4 each for 6 colors), cards (60: 26 for actions, 10 for minigames, 10 for items, 10 for companions, 4 for reference), coins (95), storage tray (1), instruction manual (1)
Copyright: © 2021 Hasbro. All Rights Reserved. TM & © 2021 Nintendo. All Rights Reserved. © TOMY
Product Website: www.takaratomy.co.jp/products/jinsei/product/mario



Product Name: **Super Mario Fashion Ring Collection**
Launch Date in Japan: Now on sale (from September 2021)
SRP: JPY 300 (tax included) per turn
*Sold in capsule vending machines
Recommended Age: 6 years and up
Sales Agent: T-ARTS Company, Ltd.
Package Contents: Lineup consists of seven types: “King Boo,” “Red Shell,” “Green Shell,” “Super Star,” “Chain Chomp,” “Super Mushroom” and “1-Up Mushroom”
Copyright: © Nintendo
Product Website: www.takaratomy-arts.co.jp/items/item.html?n=Y898488



■ About “LICCA doll”

LICCA doll, born in 1967, enables one to enjoy “pretend play” and “dress-up play” using items such as dresses and houses. Having a defined profile including age, family and friends from her initial release has been one of LICCA doll’s characteristics. LICCA doll has developed constantly incorporating the latest trends, and been loved across several generations of mothers and daughters.



▼ Profile

Born on May 3. Her eight-person family consists of her father, mother, twin sisters and baby triplets. Her interests are fashion, travel and posting on social media. She is a fashion-conscious, gentle and cheerful girl.

[Official Website] licca.takaratomy.co.jp/

Official Twitter & Instagram [[@bonjour_licca](https://twitter.com/bonjour_licca)]

twitter.com/bonjour_licca

www.instagram.com/bonjour_licca

[Official YouTube channel] “LICCA Official Channel”

www.youtube.com/@Licca-chan_official

■ About Super Mario

Since the game soft “Super Mario Bros.” (sales agent: Nintendo Co., Ltd.) was launched for the Family Computer™ in 1985, works in the series have been developed for over 35 years, and are loved by a multitude of people, from children to adults. These games have sold approximately 400 million copies cumulatively worldwide over the entire series, and the distinctive characters who appear in the games, such as Mario, are loved not just in Japan, but throughout the entire world. *Family Computer is a trademark of Nintendo Co., Ltd.

For press inquiries, please contact:

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Public Relations, Business Planning Department, T-ARTS Company, Ltd. Tel: 03-5680-4837 Fax: 03-5680-4918

For product inquiries from consumers, please contact:

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

T-ARTS Customer Service (Japanese only) Tel: 0570-041173 (Navi-Dial)