

For immediate release



October 4, 2024

Eggs filled with magic and excitement!

Simultaneous global launch! Lifelike pet toy hatching from the shell

## “Hatchimals Alive (“Umarete! Woomo Alive”)

To be launched on Friday, October 4, 2024

The latest in the hit series with a total of 14.2 million sales worldwide!

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Akio Tomiyama, headquarters: Katsushika-ku, Tokyo) will launch “Hatchimals Alive (“Umarete! Woomo Alive”)

(2 types, SRP: JPY 11,998/tax included), a pet toy that’s born by breaking its own egg shell, on Friday, October 4, 2024 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/](http://takaratomymall.jp/)), etc.

“Hatchimals Alive (“Umarete! Woomo Alive”) POP UP SHOP” will be open at K-spot on the 1st floor of KIDDY LAND Harajuku from Friday, October 4 to Wednesday, October 16, 2024 to celebrate the launch.



“Hatchimals Alive (“Umarete! Woomo Alive”)

” is a pet toy that allows children to enjoy the amazing experience of their “HATCHIMALS” (the pet toy inside) breaking its shell—just like a real egg hatching—by hugging, lifting, and touching the egg, and taking care of it after it hatches. As you care for the egg, you can hear its heartbeat from within the shell. By loving it and experiencing the joy of its hatching as a result of incubating it on its own, children will become attached to their own personal HATCHIMALS. The amazingly realistic cracking of the shell and the time it takes for the HATCHIMALS to hatch also vary from egg to egg. There are two types of eggs: each type hatches one of two different colored HATCHIMALS. Enjoy the thrill and excitement of wondering what kind of HATCHIMALS will be born while waiting it to hatch. “Hatchimals Alive (“Umarete! Woomo Alive”)

” offer a special experience for both children and adults alike, namely the excitement of hatching and raising a pet toy of their own.



Hatching Process (Image)

## About “HATCHIMALS (“Umarete! Woomo”)

The “HATCHIMALS (“Umarete! Woomo”)

Eight years have passed since its debut, and they have now been revamped with new features and a new design so that a new generation of children can enjoy the same amazement and excitement. When the egg is taken care of, it responds with voice, sound and light. The egg itself shakes and the shell cracks for added realism. “Hatchimals Alive (“Umarete! Woomo Alive”)



## How to play with “Hatchimals Alive (“Umarete! Woomo Alive”)

Each HATCHIMALS stage, from “egg” to “hatching” to “hatchling” offers different experiences and communication.

### ■ A once-in-a-lifetime emotional experience! If you tap on the egg and pour your love into it, the shell will crack and your HATCHIMALS will be born!

When the “magic feather” is inserted into the egg, a heartbeat can be heard from within the shell. By continuing to care for the egg by holding it, tapping it, lifting it, and rocking it, the egg will begin to prepare for hatching. When the egg begins to glow rainbow colors, your HATCHIMALS is about to emerge! Enjoy the anticipation and excitement of watching your HATCHIMALS hatch from its shell using its beak and finding out which HATCHIMALS it will be. Just like an actual hatching, your HATCHIMALS will hatch only once. The greatest feature of “Hatchimals Alive (“Umarete! Woomo Alive”)

Hug



Tap



Lift



### ■ Take care not to feed your HATCHIMALS too much! When you take care of your HATCHIMALS, it will fart, talk, and react in various ways with lights and sounds!

When you stroke or touch your HATCHIMALS, it will react by purring and changing the color of the heart on its tummy. HATCHIMALS does more than just react, it imitates chatter, dance, and more. HATCHIMALS acts according to the care you give it, so you can interact with it as if HATCHIMALS was a real pet. It can display a range of actions, ensuring many hours of affection and play.

### <Example reactions>

- HATCHIMALS eats its **meal** if you press and hold on the mouth. If you give your HATCHIMALS too much food, it gets sick, and the heart in its tummy glows green.
- HATCHIMALS **becomes dizzy** if you put it on its side, it **belches** if you touch its forehead, and it **farts** if you touch its stomach.
- HATCHIMALS **imitates your voice and chats** if you press and hold the heart on its tummy and talk to it.
- HATCHIMALS **dances** when it is shaken from side to side and placed on a flat surface.
- As one feature of “Hatchimals Alive (“Umarete! Woomo Alive”),” you can use the bottom of the eggshell as a nest. HATCHIMALS plays **music** if you place it in its nest and press the heart on its tummy, it **dances** if you rock it from side to side, and it will play “**peek-a-boo**” if you keep touching its forehead and release your hand.



## “Hatchimals Alive (“Umarete! Woomo Alive”)” Product Outline



- Product Name: **“Hatchimals Alive (“Umarete! Woomo Alive”)”**
- Launch Date: Friday, October 4, 2024
- Product Types: 2 types, (1) Pufficorn (sky type/ice type) (2) Draggles (fire type/water type)  
\* Two types of eggs. There are two different colors per type. Which color HATCHIMALS will emerge remains a surprise until it hatches.
- SRP: JPY 11,998 (tax included)
- Recommended Age: 5 years and up
- Package Contents: Egg, magic feather, HATCHIMALS (\* one of two different colors), start guide, user manual
- Dimensions: Approx. W160 x H200 x D160 (mm) for egg  
Approx. W250 x H150 x D170 (mm) for HATCHIMALS \* size with both wings spread
- Copyright: © TOMY TM & © Spin Master Ltd. All rights reserved.
- Batteries Required: 4 x AA alkaline batteries (test batteries included)
- 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” ([takaratomy.jp/](http://takaratomy.jp/)), etc.
- Official Website: [www.takaratomy.co.jp/products/woomoalive/](http://www.takaratomy.co.jp/products/woomoalive/)
- Product Video: [youtu.be/ruSXfAp-vw](https://youtu.be/ruSXfAp-vw)



★★★★“Hatchimals Alive (“Umarete! Woomo Alive”)” related products are also on

sale!★★★★

The “HATCHIMALS (“Umarete! Woomo”)” Mini Alive Rainbow Splash” series is also being launched. Add water, and watch as it changes color, hinting at the color of the figure that will hatch. There are 22 types of HATCHIMALS Mini to collect and enjoy, each with a different expression and pose. \* Each egg will hatch one of these types. Enjoy the anticipation of waiting to see which HATCHIMALS will hatch. Hatching only happens once.



**HATCHIMALS Mini**  
(examples)

Product Types: 3 types in the “HATCHIMALS (“Umarete! Woomo”)” Mini Alive Rainbow Splash” series

- (1) Single pack (1 piece) JPY 999 (tax included)
- (2) Egg pack (5 pieces) JPY 3,499 (tax included)
- (3) Rainbow Hatchery (6 pieces) JPY 4,499 (tax included)

Launch Date: Saturday, November 23, 2024

Recommended Age: 5 years and up

Dimensions: Approx. W44 x H55 x D44 (mm) for egg

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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” ([takaratomy.com](http://takaratomy.com)), etc.

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

★★★★POP UP SHOP opens at KIDDY LAND Harajuku★★★★

“Hatchimals Alive (“Umarete! Woomo Alive”) POP UP SHOP” will be open at K-spot on the 1st floor of KIDDY LAND Harajuku for 13 days, from Friday, October 4 to Wednesday, October 16 2024, to celebrate the launch of “Hatchimals Alive (“Umarete! Woomo Alive”).” In addition to a large display of past generations of HATCHIMALS, a KIDDY LAND-exclusive sticker will be given away to those who purchase products during the period.

\*The sticker giveaway will take place at two stores, KIDDY LAND Harajuku and KIDDY LAND Osaka Umeda. \* Stickers available while stocks last.



**Image of K-spot at KIDDY LAND Harajuku**



**KIDDY LAND-exclusive sticker**

The “HATCHIMALS (“Umarete! Woomo”)” series to date \* Part of the series

	<p>Launched in October 2016</p> <p><b>“HATCHIMALS  (“Umarete! Woomo”)”</b></p> <p>The first HATCHIMALS. Enjoy watching them grow up from baby to kid to junior.</p> <p>© TOMY</p>		<p>Launched in July 2017</p> <p><b>“HATCHIMALS  (“Umarete! Woomo”)  Glittering Garden”</b></p> <p>The egg is pearlescent, and the body of HATCHIMALS shimmers with glitter.</p> <p>© TOMY</p>
	<p>Launched in October 2017</p> <p><b>“HATCHIMALS  (“Umarete! Woomo”)  Surprise”</b></p> <p>This series features twins hatching.</p> <p>© TOMY</p>		<p>Launched in March 2018</p> <p><b>“HATCHIMALS  (“Umarete! Woomo”)  Fabula Forest”</b></p> <p>The function to remember names was added.</p> <p>© TOMY</p>
	<p>Launched in July 2018</p> <p><b>“HATCHIMALS  (“Umarete! Woomo”)  Mystery”</b></p> <p>The flying action was added. Featuring pastel colors.</p> <p>© TOMY</p>		<p>Launched in October 2018</p> <p><b>“HATCHIMALS  (“Umarete! Woomo”)  Baby”</b></p> <p>A care package was included. The egg shell becomes a chair.</p> <p>© TOMY</p>
	<p>Launched in July 2019</p> <p><b>“HATCHIMALS  (“Umarete! Woomo”)  Baby”</b></p> <p>A new design.</p> <p>© TOMY</p>		<p>Launched in November 2019</p> <p><b>“Large HATCHIMALS  (“Umarete! Woomo”)  Llalacorn”</b></p> <p>Featuring elongated necks. It can be hatched repeatedly.</p> <p>© TOMY © SML</p>

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