



For Immediate Release
(English translation of the Japanese press release)

April 10, 2026

TOMY Company to begin sale of MY MARIO products for babies!

Seven to choose from, including “My Mario Baby Sound Gym Playmat”

“My Mario Bath Pipes Playset”

To be launched in Japan on Saturday, April 25, 2026

TOMY Company, Ltd.

TOMY Company, Ltd., based in Katsushika Ward, Tokyo, will launch baby products from the “MY MARIO” series (*1), a product line for children developed by Nintendo Co., Ltd., starting in April 2026.

A total of seven types of products will be released, including “My Mario Baby Sound Gym Playmat” (SRP: JPY 9,350/tax included) and “My Mario Bath Pipes Playset” (SRP: JPY 3,850/tax included), starting on Saturday, April 25, 2026, at directly-managed Nintendo official stores Nintendo TOKYO/OSAKA/KYOTO/FUKUOKA and select mass retailers.

The four types of bath toys, including “My Mario Bath Pipes Playset” are being sold under the name “TOMY TOOMIES MY MARIO™” in North America, South America, Europe, Australia, and New Zealand starting from March 2026.



The “My Mario Baby Sound Gym Playmat” is a photogenic baby playmat gym inspired by the stages of Super Mario. It comes with three types of plush accessories: Super Mushroom, Fire Flower, and Super Star. When users touch the Mystery Box or the bar, sound effects from Mario’s game play. It can be enjoyed in various positions such as lying down or sitting up, according to the baby’s growth.

The “My Mario Bath Pipes Playset” is a set that allows users to freely create and play Mario courses in the bath. The Super Star is designed as a watering can, allowing users to fill it with bath water and play. When users pour water into the Brick Block, the Super Mushroom pops out. Finally, Mario appears along with the goal pole, allowing users to play with a theme based on Mario’s world.

The new products being released are the first items from the MY MARIO series to be launched by TOMY Company. We have lined up products that incorporate the features of items we have put effort into developing for babies, along with playful elements that bring smiles to those around them, allowing parents and children to enjoy them together in everyday life. In the future, we will continue to offer products that combine design elements that

adults will want to pick up with safety features that ensure children can use them without worry, enhancing family time with fun and color.

(*1) **What is MY MARIO?**

MY MARIO is a product series for children themed around Mario characters. Please check Nintendo's website for details.

www.nintendo.com/jp/my-mario/index.html

MY MARIO Series Product lineup

Launch Date in Japan: Saturday, April 25, 2026

Sales Channels: Directly-managed Nintendo official stores Nintendo TOKYO/OSAKA/KYOTO/FUKUOKA, select mass retailers

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Product Website: x.gd/kyjpB

- **“My Mario Baby Sound Gym Playmat”**

SRP: JPY 9,350 (tax included)

Recommended Age: 0 months and up

Dimensions: Approx. W 74 × H 47 × D 75 cm

Batteries Required: 2 × AAA alkaline *Batteries are sold separately.



My Mario Baby Sound Gym Playmat

- **“My Mario Bath Pipes Playset”**

SRP: JPY 3,850 (tax included)

Recommended Age: 2 years and up

Dimensions: Approx. W 20 × H 44 × D 7 cm (standard layout dimensions)



My Mario Bath Pipes Playset

<Other products in this series>

- **“My Mario 2WAY Rattle”**

SRP: JPY 1,650 (tax included) Recommended Age: 2 months and up

- **“My Mario Soft Stroller Mobile”**

SRP: JPY 2,530 (tax included) Recommended Age: 0 months and up

- **“My Mario Pour & Nest Bath Toy Set”**

SRP: JPY 2,750 (tax included) Recommended Age: 2 years and up

- **“My Mario Mario & Goomba Bath Squirters / Super Mushroom & Fire Flower Bath Squirters”**

SRP: JPY 1,540 each (tax included) Recommended Age: 2 years and up



My Mario 2WAY Rattle

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