

For Immediate Release

February 2, 2024

TOMY Company celebrated the 100th anniversary of its founding on February 2, 2024!

Announcing the release of TOMY Company 100th anniversary products

**TOMICA, PLARAIL, LICCA doll, ZOIDS,
TRANSFORMERS, Pop-Up Pirate, DUEL MASTERS PLAY'S**

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima; headquarters: Katsushika-ku, Tokyo) celebrated the 100th anniversary of its founding on Friday, February 2, 2024. Since the founding of Tomiyama Toy Seisakusho (later to become TOMY Company, Ltd.) in 1924, we have been creating “new values for play” through a playful spirit and inventive ideas, even during the rapidly changing times. We are sincerely grateful for the patronage and support from our customers and other stakeholders, which has enabled us to continue our business over these many years.

To celebrate our 100th anniversary, we will express our gratitude to all by releasing a series of the 100th anniversary products starting in April. We have planned nine products in “TOMICA,” “PLARAIL,” “LICCA doll,” “ZOIDS,” “TRANSFORMERS,” “Pop-up Pirate,” and the digital card game app “DUEL MASTERS PLAY'S” that can be enjoyed by a wide range of ages from children to adults.

■ TOMY Company 100th Anniversary website URL: www.takaratomy.co.jp/english/company/100th/



100th Anniversary Products

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プラレール



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*PLARAIL trains are sold separately.

PLARAIL “Dream Rail Set for 100 Layouts!”

SRP: JPY 11,000 (tax included), to be launched in late April 2024

*Pre-orders are scheduled to start at the end of February 2024 through the official online store “Takara Tomy Mall” (takaratomymall.jp/), etc.

This set allows you to create 100 layouts of this railroad toy.

The set was planned to commemorate the 100th anniversary of TOMY Company and the 65th anniversary of PLARAIL.

Among the more than 80 pieces of rail and scenery parts, there is a new type of “S Line rail” that allows for layouts and smooth running that could not be achieved before. The set also includes a layout book showing how to build the rails.

黒ひげ金一巻



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“Pop-up Pirate PLUS Golden KETTEIKEN Edition”

SRP: JPY 2,420 (tax included), to be launched in late April 2024

*Pre-orders are scheduled to start at the end of February 2024 through the official online store “Takara Tomy Mall” (takaratomymall.jp/), etc.

The longtime-seller party game “Pop-up Pirate” was first released in 1975. The toy now includes more swords in commemoration of our 100th anniversary. The new toy includes a greater number of the golden swords which are used to play “decision-making rights.” Players can enjoy a game where they compete for the “right to make decisions” on things like “what to eat for their next meal,” “what TV programs to watch,” “and where to go on their next day off.”



The "Lamborghini" and "Lamborghini Bull and Shield" trademarks, copyrights, designs and models are used under license from Automobili Lamborghini S.p.A, Italy.

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Top row of photo (left to right): Toyota Supra MA70 and NISSAN GT-R

Bottom row of photo (left to right): Honda NSX-R and Lamborghini Countach LP400

“TOMY Company 100th Anniversary TOMICA Set”

SRP: JPY 5,500 (tax included), to be launched in the middle of July 2024

*Pre-orders are scheduled to start at the end of May 2024 through the official online store “Takara Tomy Mall” (takaratomymall.jp/), etc.

Introducing the debut of “TOMICA” die-cast miniature cars designed with the 100th anniversary logo of TOMY Company on the vehicle bodies. This special 100th anniversary set includes four vehicle models: Toyota Supra MA70, NISSAN GT-R, Honda NSX-R, and Lamborghini Countach LP400, and a pedestal to place the TOMICA cars on.



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Left photo: Design with the 100th anniversary logo

Right photo: Reproduction of the original design

“Champion Racer TOMICA”

SRP: JPY 1,320 each (tax included), to be launched in the middle of July 2024

*Pre-orders are scheduled to start at the end of May 2024 through the official online store “Takara Tomy Mall” (takaratomymall.jp/), etc.

To commemorate the 100th anniversary of TOMY Company, we are releasing a die-cast “TOMICA” version of the extremely popular tin-plated racing car that was launched in 1953 and became a hit. We plan to make release two types of vehicles, one reproducing the original design and the other featuring our 100th anniversary logo.

リカちゃん



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TOMY Company 100th Anniversary LICCA Doll “Retro LICCA Doll Orange Colored Lips”

SRP: JPY 4,400 (tax included), to be launched in late July 2024

*Pre-orders are scheduled to start at the end of May 2024 through the official online store “Takara Tomy Mall” (takaratomy.com), etc.

This special LICCA doll is a reproduction to commemorate the 100th anniversary of TOMY Company. While using the facial expression and body with a bellybutton of the original LICCA doll that was released in 1967, this retro LICCA doll has evolved to allow for easier posing.

It includes a retro-designed dress, shoes, bag, and hair accessories.

*This product is not compatible with the regular LICCA doll series.



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LICCA Doll “100th Anniversary Coordinate 100”

SRP: JPY 29,700 (tax included)

*Produced to order, limited to Takara Tomy Mall.

Pre-orders will start on February 2, 2024, with shipping scheduled around the middle of August 2024.

Pre-order website: takaratomy.com/shop/g/4904810921158/

This product commemorates the 100th anniversary of TOMY Company. It includes a fancy gift box with a LICCA doll that has a movable jointed body for easy posing, along with dresses and accessories to enjoy more than 100 different outfit combinations. The LICCA doll has a pink inner hair color that matches her makeup, and there are various items with a chic design, including outerwear, tops, skirts, shoes, bags, and accessories.

ZOIDS



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ZOIDS “AZ-07 DEATH SAURER”

SRP: Not determined, to be launched in autumn 2024

*Pre-orders are scheduled to start in April 2024 through the official online store “Takara Tomy Mall” (takaratomy.com), etc.

We are commemorating the 100th anniversary of TOMY Company with the long-awaited release of the dinosaur-like ZOIDS. This is the first remake product in 25 years since its debut in 1999. In addition to the movements of the face, neck, legs, arms, back, and tail, ZOIDS also replicate the realistic motions of a metallic lifeform, including the cylinders in each joint, the spine, and the launching motions of large weapons.

*The image is of a prototype, and may differ from the final product.

TRANSFORMERS



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TRANSFORMERS

“KARAKURI Statue KS-01 OPTIMUS PRIME”

SRP: Not determined, to be launched in spring 2025

*Pre-orders are scheduled to start in the summer of 2024 through the official online store “Takara Tomy Mall” (takaratomymall.jp/), etc. (The pre-order start date and launch date are subject to change.)

This product marks the 100th anniversary of TOMY Company and the 40th anniversary of TRANSFORMERS. When you push the button on the pedestal, OPTIMUS PRIME fully transforms automatically to recreate the transformation scene from the original animation “The Transformers.” After transforming, OPTIMUS PRIME (voice of character: Tessho Genda) speaks lines and his eyes, etc. light up.

In addition, the first animated series will be available for viewing starting today (Friday, February 2) on the official TOMY YouTube channel “TOMY Hobby Channel” (www.youtube.com/@TAKARATOMYHOBBY).



DUEL MASTERS PLAY'S TOMY Character Collaboration

Sales Price: Not determined (tax included), scheduled to be available in 2024

To commemorate the 100th anniversary of TOMY Company, collaboration cards with TOMY characters will be available on the digital card game app “DUEL MASTERS PLAY'S.”

*The actual contents may change.

*This app is only available in Japan.

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