News Release

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Good News in 2013 for Moms & Dads in Japan! The American Brand Loved Worldwide is Re-Launched

<u>January 26</u> The *Lamaze* Infant Development System

Vibrant colors, unique textures, developmentally focused with many features to stimulate imagination

Tokyo, Japan, January 15, 2013: TOMY Company, Ltd. (hereafter, "TOMY. President & CEO, Kantaro Tomiyama) will re-launch the *Lamaze* Infant Development System toy brand in Japan in January 2013. Originating in the United States, *Lamaze* is now sold worldwide, including the European and Asian regions. The first wave of products from TOMY will include *Nuno No Eihon Konnichiwa Panda (Panda Pals Soft Book*¹) (target age 0m+, SRP JPY 2,100, incl. tax²) and *Hotaru No Tezawari Ippai (Freddie the Firefly)* plush toy with 25 different features such as sounds and textures (target age 6m+, SRP JPY 2,520, incl. tax). Ten items in all, with prices ranging from SRP JPY 945 to JPY 3,360 (incl. tax) will be launched on January 26th at toy stores, department stores, general retailers and e-commerce retailers, etc., nationwide.



Panda Pals Soft Book

Freddie the Firefly

In 1995, TOMY International, Inc. (formerly "RC2 Corporation" before acquisition by TOMY) consulted with infant developmental experts at Yale University to develop *Lamaze* products. The distinguishing feature of *Lamaze* is that all products are developmentally focused and appropriately age-graded. For example, products for new born babies encourage visual development by using black and white high contrast colors, while animals' faces are illustrated largely and are designed to be easily recognized by babies. For 6m+ babies, various textures are used to attract their attention. Features that stimulate babies to explore the world by enjoying different textures (for example various fabrics) and sounds are included. Furthermore, *Lamaze* products are designed to stimulate babies' curiosity and develop imagination by including many features in one toy, and by using vibrant colors and unique characters with big friendly eyes so babies can focus on single object.

One example is *Panda Pals Soft Book* (SRP JPY 2,100, incl. tax), a nine page picture book made of fabric that targets new born babies. It uses black and white high contrast colors and animals such as a panda, zebra, horse and tiger are illustrated with extra large faces. Additionally, by touching Panda's face, babies can enjoy a crinkling sound, among other various features and four different textures are used for this soft book.

¹ For convenience, this release includes the English names for these products however at Japanese retailers it may be necessary to refer to the Japanese name.

² All prices include 5% Japan Consumption Tax

Another favorite is *Freddie the Firefly* (SRP JPY 2,520, incl. tax), a plush toy for 6m+ babies. It incorporates 25 different features designed to pique babies' curiosity. For example, by touching the four wings, babies can enjoy different features like a crinkling sound. Among the other features are a pocket, a mirror, a rattling bell inside the head, legs and antennae made of strings with knots, pull rings attached to his tail with a springy chord and even a teether built in as well.

Such developmentally focused features that stimulate babies' imagination are the reason why *Lamaze* has been loved and appreciated by mothers and fathers around the world.

With the integration of TOMY International, TOMY not only strengthened distribution of its existing products into Europe, the U.S. and Oceania, it made it possible to expand newly acquired TOMY International global brands such as *Lamaze*. With this new global distribution strength, TOMY will redouble its efforts to design, develop and distribute toys that excite markets around the world.

Lamaze Series Products



Nuno No Eihon Konnichiwa Panda (Panda Pals Soft Book) SRP JPY 2,100, incl. tax

0 m+



Mushi-san No Anyo de Ratoru (High Contrast Foot Finders) SRP JPY 1,260, incl. tax



Hotaru No Tezawari Ippai (Freddy the Firefly) SRP JPY 2.520. incl. tax



Nuno No Eihon Sawatte Hakken (Classic Discovery Soft Book) SRP JPY 2,100, incl. tax

Lamaze



Nuno No Eihon Mori de Inai Inai Baa (Peek-a-Boo Forest Soft Book) SRP JPY 2,100, incl. tax

0 m+





Pengin Furi Furi Pippi (Bend & Squeak Penguin) SRP JPY 945, incl. tax

6 m+

Tako No Yubi Saki Asobi

SRP JPY 3,360, incl. tax

(Octivity Time)

0 m+

Panda No Pari Pari Ratoru (Panda Rattle) SRP JPY 945, incl. tax

Katatsumuri No Biidzu Gara Gara (Shakin' Snail Rattle) SRP JPY 945, incl. tax



Tsunde Ringu Bohru (Soft Stacking Ball) SRP JPY 2.520. incl. tax

Lamaze Products Description

Brand name:	Lamaze
Launch date:	January 26, 2013
Products:	10 items in all (see previous page for details)
SRP:	JPY 945 to 3,360 (incl. 5% Japan Consumption tax)
Target age:	0 months+, 6 months+
Target sales:	Series total, 150,000 units in the first year
Distribution:	Toy stores, Department stores, general retailers, e-commerce retailers, etc.
Copyright:	© TOMY
Official website:	http://www.takaratomy.co.jp/products/babyonline/event1209/index.html (Japanese only)

Lamaze® for happy, healthy moms and babies. The purchase of a Lamaze product supports the Lamaze International mission to help moms and babies have the safest, healthiest birth possible. For additional information visit www.lamaze.org.

Lamaze® is a registered trademark of Lamaze International.



TOMY's introductory items from the *Lamaze* Series 10 Items, on sale January 26, 2013

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