



For Immediate Release

August 8, 2024

TV animation Punirunes Returns!**Punirunes Puni 2 set to air on the network of 6 broadcasting stations affiliated with TV TOKYO****Weekly Sunday morning broadcasts will go to air on October 6, 2024 at 9:15 a.m.!**

The main staff/cast from Season 1 continue on in Season 2, including .
general director Kunihiko Yuyama, and narrator Daisuke Ono!

They will be joined by new characters voiced by Madoka Asahina and Kaori Ishihara.

TOMY Company, Ltd.

Weekly Sunday morning broadcasts of the original animation series **Punirunes Puni 2**, which follows the LCD care toy with a new texture “Punirunes,” is set to air on the network of six broadcasting stations affiliated with TV TOKYO, starting October 6, 2024 at 9:15 a.m.! A cute, punipuni promotional video and key visual featuring load of content from Season 2 will be released today.

The original animation TV series Punirunes Puni 2 was created by TOMY Company Ltd. (Representative Director, President & COO: Akio Tomiyama; headquarters: Katsushika-ku, Tokyo) and OLM Digital, Inc. (President: Misako Saka; headquarters: Setagaya-ku, Tokyo). TOMY Company was in charge of creating the original animation storyline, as well as toy development and sales. OLM Digital produced the animation.

Promotional video: youtu.be/zPDEPz6YQho

Season 1 of the TV animation Punirunes aired from October 2, 2022 to March 26, 2023. The series was a big hit, mainly with preschool and elementary school-aged children. The “squishy happiness” daily lives of the Punirunes crew will return in Punirunes Puni 2, which will also introduce the new character, Tomorun.

Animation veteran Kunihiko Yuyama continues on from last season as general director of the show, while Daisuke Ono will provide narration. A cast of highly experienced voice actors, including Megumi Han, Mikako Komatsu, Madoka Asahina and Kaori Ishihara, will voice the Punirunes.

To coincide with the launch of the TV animation Punirunes Puni 2, TOMY Company plans to roll out a series of five toys, from October 2024. All the toys, including the premium version of the LCD care toy Punirunes Punitomo Tsūshin, will have the signature “texture” of the Punirunes.



Synopsis of the TV animation program Punirunes Puni 2



Title: Punirunes Puni 2

Broadcast Info: weekly Sunday morning broadcasts go to air on the network of six broadcasting stations affiliated with TV TOKYO from October 6, 2024 at 9:15 a.m.

© TOMY/PUNI2,TX

Abbreviations: © T/P2,TX

(Please employ this notation when using images)

Animation Season 2 official website: www.tv-tokyo.co.jp/anime/punirunes2

Official X: x.com/punirunes

Official Instagram: www.instagram.com/punirunes_official/

■Story

The Punirunes are curious squishy creatures with squishy bodies.

They just love being squished. They thrive on being squished every day.

One day, a curious squishy antenna shows up at Airun's house.

The antenna flashes and new squishy friend Tomorun appears. The Punirunes' days get more and more lively.

Yunirun is a curious squishy Punirunes that watches over Tomorun. Then, a mysterious girl appears in front of Airun and their friends.

Just like last season, the Punirunes have so many adventures as they go about their curious squishy daily lives.

■Staff

Original Story: TOMY Company

General Director: Kunihiko Yuyama

Director: Hiroshi Ikehata

Series Composition: Gigaemon Ichikawa

Character Design: Sayuri Ichiishi

Music: Takahiro Obata

Sound Director: Noriyoshi Konuma

Production: OLM Digital

Production: Punirunes 2 Puniject

■Cast

Airun: Megumi Han

Tomorun: Madoka Asahina

Enerun: Mikako Komatsu

Raburun: Aya Uchida

Ururun: Tomohiro Yamaguchi

Kurun: Hina Kino

Yunirun: Kaori Ishihara

Yuka: Yuna Taniguchi

Narration: Daisuke Ono

■Theme Song Info

Theme Song: "Punipuni Punirunes Puni Version"

Artist: Nanahira

Lyrics/music/arrangement: Ayato Shinozaki, Ryosuke Tachibana

Introducing the main toys associated with Punirunes Puni 2

With the launch of TV animation Punirunes Puni 2, new products will be released. A series of five toys, all of which feature the Punirunes' signature "new texture," are scheduled for rollout from October 2024. These will include Punirunes Punitomo Tsūshin Rainbow Premium - the premium version of the new "texture" care toy Punirunes Punitomo Tsūshin ^(*) (released in March 2024), and Punitto! Skinship Talking Airun/Tomorun, etc.

(*) For info about Punirunes Punitomo Tsūshin: www.takaratomy.co.jp/english/product_release/pdf/p240131_2_en.pdf

● Punirunes Punitomo Tsūshin Rainbow Premium (pastel purple)

In the premium version of Punirunes Punitomo Tsūshin Rainbow Premium, the game features the voices of characters that appear in the TV animation. The new body design comes in a new color (pastel purple), and features an attached neck strap and silicone cover (Tomorun design).

SRP: JPY 9,878 (tax included)

Dimensions: W 78 × H 72 × D 55 mm

Batteries Required: 3 × AAA alkaline (not included)



● Punitto! Skinship Talking Airun/Tomorun (Total: 2 types)

These are action plush toys of "Airun" and "Tomorun" - the main characters of the TV animation. They respond in a wide variety of ways, such as talking when their heads or cheeks are squished, singing when shaken up and down, and replying when spoken to. The products allow you to enjoy feeling as if you actually live with Airun and Tomorun.

SRP: JPY 5,990 (tax included) Dimensions: W 175 × H 225 × D 130 mm

Batteries Required: 2 × AAA alkaline (not included)



● Punirunes Punipuni Airun's House

This house is part of a set featuring squishable Airun and Tomorun figurines, and furniture. When the house is closed up, it forms the exact shape of the LCD toy Punirunes Punitomo Tsūshin. The game allows you to enjoy actual care play.

SRP: JPY 4,490 (tax included) Dimensions: W 175 × H 165 × D 230 mm



● Punirunes Punitomo Surprise

There are 16 different punipuni figurines in total. They can also be enjoyed as palm-sized fidget toys.

* 1 × case, 1 × figurine and 1 × room sticker are included. Figurines and stickers are allocated randomly.

SRP: JPY 1,100 each (tax included) Dimensions: W 78 × H 72 × D 55 mm



Information for all toys

Release date: rolled out as a series from October, 2024 Recommended Age: 6 years and up

Sales Channels: toy stores, toy sections of department stores/mass retailers throughout Japan, online stores, and TOMY Company's official online store "Takara Tomy Mall" (takaratomy.com), etc.

© TOMY/PUNI2,TX

A wide variety of products other than those described above are also set to be released. Check the website for further details.

TOMY Company Ltd. official website: www.takaratomy.co.jp/products/punirunes/

Licensed products page: www.tv-tokyo.co.jp/anime/punirunes2/goods/

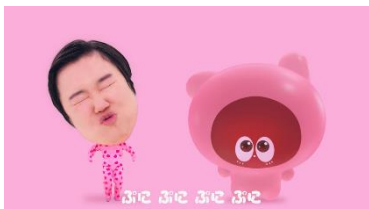
Overview of the Punirunes TV commercial

On August 8, 2024 (Thu), a series of TV commercials featuring the comedian Yasuko will go to air, promoting the third installment in the LCD care toy with a new texture "Punirunes," - Punirunes Punitomo Tsūshin.

■Commercial title: Punirunes Puni-dance with Yasuko

■Goes to air: Thursday, August 8, 2024

■Performer: Yasuko



■TV commercial content

Yasuko and the Punirunes character Airun do a comical dance together to the Punirunes theme song, punctuated by the occasional "Yes!" You will want to get up and dance with them.

■Yasuko's comment

"Yes! I just want to keep on squishing forever. Let's all have fun squishing off steam together every day. I'm rooting for you!"

■Short dramas and "behind the scenes" videos can also be streamed on the Takara Tomy Channel and the official Punirunes TikTok

"Behind the scenes" videos of commercials (approx. 9 mins) are set to be streamed on the official TOMY Company website (www.takaratomy.co.jp/products/punirunes/) and the TOMY Company official YouTube channel (www.youtube.com/@takaratomychannel) from mid-September.

A series of short dramas (total: 5) on the Punirunes' official TikTok^(*2) is also set for rollout from mid-September. This slightly surreal story expands the appeal of punipuni and the Punirunes to multiple generations and will make you laugh. In it, Yasuko appears with Airun, playing the shop assistant of a mysterious store located in a strange hole.

(*2) Details of the official Punirunes' TikTok soon to be released on the official animation Season 2 website (www.tv-tokyo.co.jp/anime/punirunes2/)

Ciao Fes × Ribon★Mirai Festa Girls Comic Fes 2024 (Girl Fes) Collaboration Stage decided

At Ciao Fes × Ribon ★Mirai Festa Girls Comic Fes 2024 @ Pacifico Yokohama (Exhibition Hall D) held on Saturday, August 10 and Sunday, August 11, 2024, There will be an exhibition of goods for the new LCD toy with a new texture “punirunes” and a meet and greet (You may get a letter from Airun!?) session will be held. At the exhibition booth, followers of the official SNS (X and Instagram) will be presented with original Punirunes Puni 2 stickers.



On Saturday, August 10 from 13:15 to 13:45, a Lucky² special collaboration is scheduled to commemorate the Punirunes Puni 2 animation broadcast. You can catch the latest info about Punirunes Puni 2 and dance with Lucky². Lucky² will even perform their latest song, live. Seated audience members will be presented with Punirunes’ “Punitto Odekake Friends” figurines with strap attached.



Ciao Fes × Ribon ★Mirai Festa Girls Comic Fes 2024 (Girl Fes): girls-comic-fes.jp/

For further details, please contact:

TOMY Company Ltd. Public Relations Division TEL: 03-5654-1280 E-mail: ttpr@takaratomy.co.jp

For product inquiries from readers, please contact:

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