



夢・クリエイション



PRESS RELEASE

株式会社バンダイ

November 15, 2017

Climax of the Tamagotchi 20th Anniversary Project
Exact replicas of the first Tamagotchis sold in 1996–97!
Tamagotchi 20th Anniversary Edition!
On Sale Thurs. Nov. 23rd, 2017
82 million units sold worldwide since 1996!!

Bandai Co., Ltd. (President & CEO: Masaru Kawaguchi, Head Office: Taito-ku, Tokyo) announces the release—scheduled in Japan for Thursday November 23rd—of the Tamagotchi 20th Anniversary Edition, a first-of-its-kind-anywhere exact replica of the original Tamagotchi handheld digital pet launched on the same day in 1996. The product comes in six different designs, each with a MSRP of JPY 2,916 including 8% consumption tax (JPY 2,700 without tax). In Japan, the product will be available anywhere toys are sold, including novelty shops, toys stores, the toy departments of electronics stores, department stores and big box retailers, and e-commerce websites.

This product captures the exact look and feel of the first-generation Tamagotchi, from the original packaging, size and design right down to the gameplay features, which include feeding, toilet and obedience training, nursing, turning off lights for good sleep and minigames. In addition, a New Species Discovered!! Tamagotchi 20th Anniversary Edition will be released simultaneously, an exact replica of the New Species Discovered!! Tamagotchi featuring new characters first released in Japan in February 1997. These products cap a yearlong special project of products and events launched in November 2016 to mark Tamagotchi's 20th anniversary.

The first-generation Tamagotchi—which allowed users to raise and care for a virtual pet inside a palm-sized, egg-shaped digital device—was an instant sensation in Japan and became a global phenomenon when it debuted worldwide the following year. As of March 1999, the series had sold 40 million units worldwide. In March 2004, a new infrared-equipped model, the Tamagotchi Plus, (known as Tamagotchi Connexion in the Americas and Europe) was released, followed in November 2008 by the Tamagotchi Plus Color. Since 1996, a total of 82 million Tamagotchis have been sold (as of September 2017).



Tamagotchi (20th Anniversary Edition)
(6 designs)

Release date: November 23rd, 2017 (Thur)
JPY 2,916 including 8% consumption tax/JPY 2,700 without tax
Top row (left to right): White, Pink, Light Blue
Bottom row (left to right): Blue, Orange, Skeleton



New Species Discovered!! Tamagotchi (20th Anniversary Edition)
(4 designs)

Release date: November 23rd, 2017 (Thur)
JPY 2,916 including 8% consumption tax/JPY 2,700 without tax
Top row (left to right): White (with pattern), Blue (with logo),
Bottom row (left to right): Yellow, Transparent Green

20th Anniversary New Species Discovered!! Tamagotchi

Product name	Tamagotchi (20th Anniversary Edition)		
Type	6 designs: White, Pink, Light Blue, Blue, Orange, Skeleton		
Product name	New Species Discovered!! Tamagotchi (20th Anniversary Edition)		
Type	4 designs: White (w/ pattern), Blue (w/ logo), Yellow, Transparent Green		
Release date	November 23, 2017 (Thur)	MSRP	JPY 2,916 with tax/JPY 2,700 without tax
Battery	1 CR2032 coin cell (included)	For ages	6+
Size	425 x 505 x 17 mm (body)		100 x 200 x 20 mm (package)
Target	Men and women who played with Tamagotchi as children after its debut in 1996		
Distribution	Novelty shops, toys stores, the toy departments of electronics stores, department stores and big box retailers, and e-commerce websites		

Tamagotchi's history overseas:

When Tamagotchi was launched in the US, Canada, Europe and Asia in May 1997, consumers lined up outside toy stores the day it went on sale to be first to buy one. The series has continued to gain international market share since its 2004 Japanese relaunch. Chibi Tamagotchi, launched in Japan in April 2017, is today attracting widespread attention in the UK, France, the US, Asia and elsewhere following its release overseas in late October. Of the 82 million Tamagotchis sold worldwide since 1996, 60% have been sold abroad, reaching consumers in over 50 countries and regions.

Tamagotchi special web (Japanese): <http://tamatv.com/>

Bandai website (English): <http://www.bandai.co.jp/e/>

Note: The Tamagotchi toy concept and products are developed jointly by Bandai Co., Ltd. and WiZ Co., Ltd.
Note: Information in this press release is current as of November 15, 2017