

Press Release Dated March 3, 2010

## DOMO NEWS

### “Domo-kun” Exhibition to be Held!

dwarf inc.

TYO Inc.

As a spring vacation project, NHK mascot character “Domo-kun” will step out of NHK to be exhibited at PARCO Factory in Shibuya.

The exhibition will display all the sets that were actually used in the “Domo-kun” stop-motion animation.

“Usajii no Heya” (*Usajii’s room*) in which “Domo-kun” lives, “Ta-chan no Heya” (*Ta-chan’s room*) full of pop sensibility, and exquisite miniature props will be exhibited. In addition, the figures of popular characters other than “Domo-kun” including “Usajii” and “Ta-chan” that were actually used for filming will be lined up. Furthermore, we plan to exhibit “Ryoma Domo-kun”, which have been popular recently, and new “Domo-kun” to be introduced this spring.

“Domo-kun” marked its 11<sup>th</sup> anniversary this year and we plan to show a selection of “Domo-kun’s” past 30-second cartoon programs. We will also introduce new “Domo-kun” cartoon programs to be broadcast on NHK this year as well as other new programs.

#### [Details of Event]

Name of exhibition: “NHK Domo-kun Exhibition ~The World of Stop-motion Animation~”

Schedule: March 26, 2010 (Friday) – April 12, 2010 (Monday)  
10:00 – 21:00 (gate closed at 18:00 on the last day)

Site: Parco Factory (6F, Shibuya Parco Part 1; TEL: 03-3477-5873)

Admission fee: Free

Host: NHK



### [Description of Exhibition]

- Display all the sets that were actually used in the “Domo-kun” stop-motion animation
    - “Usajii no Heya” in which “Domo-kun” lives and “Ta-chan no Heya” full of pop sensibility
    - Exquisite miniature props
    - The figures of “Domo-kun”, “Usajii”, “Ta-chan” and other characters that were actually used for filming
  - Show a selection of “Domo-kun’s” past 30-second cartoon programs
  - Display of “Ryoma Domo-kun” and new “Domo-kun” to be introduced this spring
  - Introduction of new cartoons
    - New “Domo-kun” to be broadcast on NHK this year
    - “Star Wars/Clone Wars” with George Lucas as executive producer
    - Sixth series of popular cartoon “Major”
    - “BAKUMAN”, a story of two people who wish to be professional cartoonists, which was created by Tsugumi Ohba and Takeshi Obata of the highly popular “Death Note”
    - “GIANT KILLING”, a cartoon program based on a unique football comic with a professional football club coach as the main character
    - “Shinrei Tantei Yakumo”, a cartoon program based on a mystery novel with total sales of over one million copies
    - “Little Charo 2”, a well-known cartoon for learning English
  - Appearance of “Domo-kun”, stop-motion animation course and other events
- \* Details will be updated on [www.parco-art.com](http://www.parco-art.com) as needed.

### [Details of Domo-kun]

“Domo-kun” was created on December 22, 1998 as the character to mark the 10<sup>th</sup> anniversary of the start of a broadcasting satellite service by Japan Broadcasting Corporation (NHK). “Domo-kun” soon became popular among all age groups because of the warmth of images created using the “stop-motion animation” technique, in which every frame was created by hand. Going beyond NHK public relations activities, “Domo-kun” began appearing at many events, TV programs and other venues. In 2004, “Domo-kun” became popular as the NHK character as well as BS character. Moreover, “Domo-kun” appears frequently on NHK as well as in character items, picture books and video games, and in many other places.

The combination of a bizarre appearance and cuteness of “Domo-kun”, which was created by the director Tsuneo Goda (dwarf inc.; President and Representative Director; Head office: Nerima-ku, Tokyo; TYO Group), along with movies that have a distinctive global viewpoint eventually made this character popular not only in Japan but also in many other countries via the Internet and other channels. In response to this popularity, a large “Domo-mania” fan group emerged that includes collectors of “Domo-kun” merchandise.

With the receipt of an overseas film festival award, full-scale global activities for “Domo-kun” were started in 2005. “Domo-kun” was the first Japanese cartoon program to be broadcast on “Nickelodeon”, the leading U.S. children’s channel. “Domo-kun” TV programs have been broadcast in more than 170 countries and regions including United Kingdom, France, Germany and Korea.

In 2008, "Target", one of the largest retailers in the United States, selected "Domo-kun" as the character for its 2008 Halloween marketing campaign. Various snacks with "Domo-kun" designed on the packages were sold in the Halloween section decorated with "Domo-kun" at about 1,600 stores in the United States. Moreover, special movies were distributed on the website, which ended in high note.

In 2009, the long-awaited three-DVD set featuring the past movies went on sale, achieving popularity. In the United States, "Domo-kun" was selected as Seven-Eleven's campaign character for a limited time. The Seven-Eleven stores sold red apple flavored frozen drinks, which "Domo-kun" dislikes, showing the character's presence in the world.



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Inquiries concerning full particulars of the exhibition and visual images for posting

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