

Press Release Dated July 2010

**New namaiki Volc Content “Volc and My Summer Holidays” Released on the Official Website [www.namaikivolc.jp](http://www.namaikivolc.jp)!**

Sony Creative Products Inc. (hereafter “SCP;” Chiyoda-ku, Tokyo; Representative Director: Aiichiro Furukawa) and dwarf inc. (hereafter “dwarf;” part of the TYO Group; Nerima-ku, Tokyo; Representative Director: Tsuneo Goda) released a new content of a jointly developed “namaiki Volc” character on an official website.



In the new content “Volc and My Summer Holidays”, a girl who is the main character of the illustrated book “namaiki Volc” will write about her summer holidays with Volc in the form of a picture diary.

This picture diary with handwritten illustrations, a content produced by director Goda, will be updated every day during the summer holidays.

Regarding the commercialization of Volc, CUBE Co., Ltd. started selling stuffed toys on January 1! We began distributing content with Sony Digital Entertainment Services Inc. In autumn, other stuffed toys and items marketed by K Company will appear. Please look forward to our future development.

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