

Press release dated July 1, 2009

NHK Enterprises, Inc.

TYO Inc.

Domo NEWS

Announcing the Debut of Domo-kun's First DVD!

The debut of Domo-kun's First DVD!

"Domo-kun" has reached his 10th birthday. To commemorate this event, the first DVD will go on sale July 29, 2009.

The three-disc set was produced by the "Domo-kun Production Committee" (NHK Enterprise Co., Ltd., Kokusai Media Corporation, Dwarf Co., Ltd., and TYO Inc.). The discs include an enormous volume of "Domo-kun" programs and other memorable scenes. In particular, the discs feature all 26 episodes of the TV series that was broadcast in more than 150 countries and regions. Also included are 10 years of TV spots that were broadcast by NHK. Viewers will also see "Domo-kun" production scenes that are being released for the first time.

In addition, the three-disc set comes with a special limited-edition bag.

NHK mascot character "Domo-kun" was created in 1998 as the character to mark the 10th anniversary of the start of a broadcasting satellite service by NHK. "Domo-kun" soon became popular among all age groups because of the warmth of images created using the "stop-motion" animation technique. In 2004, "Domo-kun" became popular as the NHK character as well as BS character. Moreover, "Domo-kun" appears in an increasing number of places, including children's TV programs, video games, picture books and merchandise.

Full-scale overseas activities for "Domo-kun" were started in 2005. Domo-kun was the first Japanese animated program to be broadcast on "Nickelodeon", the leading U.S. children's channel. Overall, "Domo-kun" programs are on the air in more than 150 countries and regions, including the United States, France, Mexico, Brazil and Korea. Licensed merchandise is also widely sold. Today, "Domo-kun" is firmly entrenched as a character that is recognized around the world.

■ "Domo-kun" DVD

Launch: July 29, 2009 (Wednesday)

Publisher: NHK Enterprises, Inc.

Supplier: Columbia Music Entertainment, Inc.



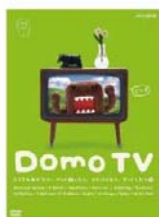
Title: The Domo-kun Complete Pack

*Three discs and special bag

*Limited edition gift

Product number: XT-2840-2

Price: ¥8,820 with tax



Title: Domo TV "Balloons, pet feeding, skating and dating"

1. Domo and the Camera/ 2. My Balloon/ 3. Domo and Headphones/4. I'm an Office Worker/
5. Robot Pet/ 6. Domo and Siblings/ 7. Domo and Skating/ 8. I Love Unhappiness/ 9. Fishing
and Eating/10. I Hate an Empty Stomach/ 11. Starting ESP/ 12. A Date on a Boat/13. The Trail
of Fear

[Special video] TV series pilot "Domo Raises Children"

[Special audio] Spanish versions of "Domo's Balloons" and "Domo's Headphones"

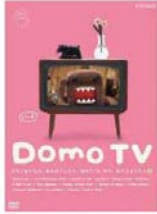
[Special audio] Portuguese versions of "Domo's Balloons" and "Domo's Headphones"

[Special video] TV series digest

Length: Main section 29 min. + Special section 15 min.

Product number: COBC-4819

Price: ¥2,940 with tax



Title: Domo TV “Playing the piano, climbing trees, becoming a robot, passing gas”

1. Mysterious Tree/ 2. Noontime Ghost/ 3. Today’s Rules/ 4. I’m a Pianist/ 5. Domo and the Big Tree/ 6. Two Domos/ 7. A bottle with candies/ 8. Domo vs. Usajii/ 9. Big Domo/ 10. Secret Base/ 11. I’m a Robot/ 12. Cute Panda/ 13. Rock de Domo

[Special video] Overseas version of opening

[Special video] Version edited for overseas

[Special video] Version edited for Japan (long version)

[Special video] Secret views of production scenes (“The Making of Domo”)

Length: Main section 29 min. + Special section 16 min.

Product number: COBC-4820

Price: ¥2,940 with tax



Title: The Domo-kun Collection 1998-2008 “10 Years of TV Spots”

1. Domo’s Birth/ 2. Domo’s Debut/ 3. I Like Rock/ 4. 1999 Space Travel/ 5. Domo vs. Garera/
6. Difficult to Go Out/ 7. First Snow/ 8. Cooking Panic/ 9. Taachan’s Debut/ 10. Taachan Sleeps/
11. Song of the Rain/ 12. Don’t Sleep/ 13. Many Things?/ 14. It Happened One Day/ 15. A Meeting/
16. Grandchildren/ 17. I’m scared/ 18. Are You Going Out?/ 19. A Snowy Day/
20. A Spring Feast/ 21. Midnight/ 22. A Long Trip/ 23. The Reason for Tears/ 24. A Cold/
25. Confrontation/ 26. On and On/ 27. Let’s Play/ 28. Are you Looking?/ 29. An Ordinary Day/
30. A Winter Day, A Spring Day/ 31. A New Thing/ 32. Marathon/ 33. It’s Recorded/ 34. The Pan/
35. Ezuke/ 36. Lying in Wait/ 37. Boots

[Special video]	2D anime
	1. Domo's First Story/ 2. Domo's Summer Story/ 3. Domo's Winter Story/ 4. Domo and the Big Tree/ 5. Usajii's Winter Story/ 6. Domo and the Mammoth
[Special audio]	Program commentary by Director Goda and Animator Minegishi
[Special video]	Jinnan Anime Club at NHK Fureai Hall
[Special video]	Special original video clips
[Special video]	Domo-kun, Thanks for 10 Years x 2
Length:	Main section 24 min. + Special section 53 min.
Product number:	COBC-4821
Price:	¥2,940 with tax

Character ©NHK・TYO

Domo Animation ©Domo Production Committee

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