

Press Release

## Full debut of "PLUG" - the character symbolizing Nissan Motors goal of zero-emissions

dwarf inc.  
TYO Inc.

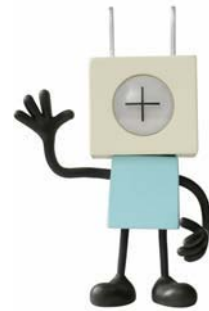
From August 1 dwarf inc. (Headquarters: Nerima-ku, Tokyo; Chairman: Tsuneo Goda; TYO Group. Hereinafter referred to as "dwarf") fully debuted their character "PLUG" which they jointly developed with Nissan Motor Co. Ltd. (Headquarters: Nishi-ku, Yokohama City, Kanagawa Prefecture; Chairman: Carlos Ghosn. Hereinafter referred to as "Nissan Motors")

Globally leading the way in the development of zero emission cars, Nissan Motors is striving not only to sell electric cars but also create a "zero emissions society" in which zero-emissions cars are fully adopted by people all over the world. To get this idea across to people and particularly children who will make up future generations, dwarf and Nissan Motors worked together for over a year to develop a character called "PLUG" who will live in a world that symbolizes this zero-emission society.

### [Who is PLUG?]

On a slightly futuristic planet, there lives "PLUG" who survives on (a kind of) electrical energy. When he goes to sleep every night he plugs himself in for recharging and by the following morning he is full of energy. PLUG and his friends go to work, play, fall in love, laugh, cry and worry....and they all live similar lives to us even though they use a different source of energy. But they are slightly freer than us and live in a nicer environment.

That's because this is a world achieved through zero-emission.



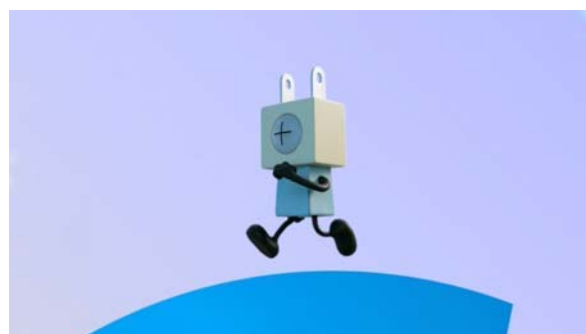
©NISSAN/dwarf

"PLUG" will appear in a variety of contents and the world he lives in will be expressed in a sometimes amusing and sometimes philosophical way.

One of this wide range of contents is the game-style campaign site, "THE PLANET ZERO" (<http://the-planet-zero.com/>) which was launched on August 1 to enable users to experience a zero emissions society and the simultaneously launched interactive flip book site, "FLIP BOOK STUDIO" (<http://dev.the-planet-zero.com/fbs/jp/>).

"THE PLANET ZERO" features content in which the users maneuver "PLUG" to clear the game while experiencing the mechanisms of zero emission technology.

Further, "FLIP BOOK STUDIO" is an interactive site that allows users to post and browse flip books.



In addition, dwarf has already launched "PLUG, OUR NeW WORLD", an animation-making site, which has attracted attention in the industry by describing the processes involved in producing an animation. It tells the whole world about all production processes ranging from character development to stop motion animation production, and new challenges presented by CG.

PLUG currently appears on Nissan Motors' zero emissions top page (<http://www.nissan-zeroemission.com/JP/>), and will play a wide-ranging role in the future as the symbol of Nissan Motors' envisaged zero emission society.



The "PLUG, OUR NeW WORLD" animation-making site

<http://www.dwarf.co.jp/making/>

**[dwarf inc. Company Profile]** (URL : <http://dwarf.co.jp/>)

Representative Director: Tsuneo Goda

Established: September, 2003

Address: 4 -14 -18 Nukui, Nerima-ku, Tokyo

Business Details: Plan and develop characters mainly for stop motion animation

Main characters: Domo-kun, komaneko, namaiki Volk, umiuru, Kametta, and PLUG, etc.

Main creator: Tsuneo Goda (Director/Character Design)

<Blog:<http://dwarf.typepad.jp/godarakugaki/>; Twitter:<http://twitter.com/#!/TGdwf>>

Hirokazu Minegishi (Stop Motion Animator)

<Inquiries concerning this notice>

Kitazaki, Company Spokesperson, dwarf inc. TEL : 03-5971-9888 FAX : 03-5971-9889 MAIL: [dwarf@dw-f.jp](mailto:dwarf@dw-f.jp)

Kosawa, Takura, TYO Inc., Corporate Planning Department Spokespersons, TYO Inc.

TEL : 03-5434-1586 FAX : 03-5434-1590 MAIL: [tyopr@tyo.co.jp](mailto:tyopr@tyo.co.jp)