

NEWS RELEASE

July 24th, 2009

『ANPANMAN』 Gets Guinness World Record for Most Characters in an Animation Series

～ More new characters in the latest Anpanman movie, “Dadandan to Futago no Hoshi” ～

TMS Entertainment, Ltd., (Shinjuku, Tokyo; Hideki Okamura, President) is excited to announce that “Soreike! Anpanman” animation series produced by TMS has been verified as the Guinness World Record Holder for “most characters in a single animation series (※see reference below).”



A total of 1,768 characters that had appeared in the TV series (from the first episode aired on October 3, 1988 up to the March 27, 2009 episode) and movies (up to 2008) were considered by Guinness World Records for this recognition.

“Soreike! Anpanman” has last year just celebrated “20 Years in Movies & TV,” and on August 28, 2009 it will reach the 1,000th episode milestone. And, with more new characters already introduced in the “Soreike! Anpanman” 21st movie “Dadandan to Futago no Hoshi” currently playing nationwide in theaters in Japan for the “Power-Up Hundredfold Summer Road Show,” we are already rewriting our own record.

Presentation ceremony will be held during the “Takashi Yanase 90th Birthday + Anpanman 1,000th Episode Commemoration Party (tentative)” set at the Grand Prince Hotel in Akasaka district on July 22nd at 7pm.

Also, we are giving away free Guinness World Record commemorative desktop wallpaper and a decoration mail template, starting today at the “Soreike! Anpanman” official portal site and the official mobile website.

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※Reference: Guinness World Records registry database information states as follows: “The most characters in an animation series are found in Anpanman, written by Takashi Yanase (Japan), which features 1,768 different characters, as of June 2009.”