

N E W S R E L E A S E

January 9<sup>th</sup>, 2009

Dear All

TMS Entertainment, Ltd.  
(Code No. 3585 Nagoya Stock Exchange 2)

**Popular character “Mamegoma” from San-X will be TV anime**

**TMS Entertainment production of “Mamegoma, teeny tiny seals” will begin airing,**

**in order, on tvk (and other stations) starting Jan 10<sup>th</sup> (Sat) at 8:30am!**

TMS Entertainment, Ltd., (Headquartered in Shinjuku, Tokyo, Hideki Okamura, President), with San-X (Headquartered in Chiyoda, Tokyo, Masao Chida, President), Columbia Music Entertainment (Headquartered in Minato, Tokyo, Sadahiko Hirose, President & CEO), Creative Core (Headquartered in Chuo, Tokyo, Katsumi Sudo), Shufu to Seikatsu sha (Headquartered in Chuo, Tokyo, Katsuhisa Takanou, President), TV Kanagawa (Headquartered in Yokohama, Kanagawa, Kuniyasu Komiya, President), and Sotsu (Headquartered in Chuo, Tokyo, Akihiro Yuasa, President), have, by way of a Production Committee, have produced, and will start broadcasting the TV animation series “Mamegoma, teeny tiny seals,” on January 10<sup>th</sup> (Sat) at 8:30am, on tvk, and on January 16<sup>th</sup> (Fri) at 7:00am, on TV Saitama, San TV, and at 8:00am on Chiba TV.

“Mamegoma” is a San-X original character. In May 2005 its stationery and such other merchandising line was introduced. Now, a wide range of general merchandise has been introduced in stores, known and enjoyed by the fans as heartwarming and therapeutic characters, and has contract with about 50 companies. In particular, the Nintendo DS game software, the big hit “Mamegome” series from Creative Core, has recorded over 230,000 in sales, aside from other successes such as the series manga “Diary of Me and My Mamegome” published in the “Ne- Ne-” magazine (Shufu to Seikatsu sha), followed by its picture book series and four-volume books that were published in excess of 300,000 copies. It has gathered a wide range of audience from a little child to working ladies to mothers.



We will give you the animated “Mamegoma, teeny tiny seals,” the tiny seals that fit on the palm of your hand, the innocent “Mamegoma” Mameta’s everyday fluffy fun and adventures.

The story begins when Mamegome meets a cute little girl, Akane, for the first time. Akane goes to the beach with her friends to do some sketching, and finds a tiny, white Mamegoma by the water that seemed a bit down. Akane tries to help make him feel better. When she takes him to a specialty shop called “Mamegoma Island” where Mamegoma Cherry and Mamegoma Soda are, the white Mamegoma recovers. Relieved at that, Akane decides to take the white Mamegoma home where her father, her mother and her younger sister Yui wait. Eventually, the white Mamegoma is named “Mameta,” and his life with Akane and others begins.

