

N E W S R E L E A S E

January 9th, 2009

TMS Entertainment, Ltd.

TMS ENTERTAINMENT TO PRODUCE THE ANIMATED SERIES “MAMEGOMA, TEENY TINY SEALS” (TENTATIVE) BASED ON THE IMMENSELY POPULAR SAN-X CHARACTER MAMEGOMA

TMS Entertainment, Ltd., San-X, Columbia Music Entertainment, TV Kanagawa, and Sotsu have joined forces and formed a Committee that has commenced production on the animated series “MAMEGOMA, teeny tiny seals” (tentative) which will start broadcasting in Japan on January 10th (Sat) at 8:30am, on tvk, and on January 16th (Fri) at 7:00am, on TV Saitama, San TV, and at 8:00am on Chiba TV.



©SAN-X/Mamegoma, Teeny Tiny Seals Production Committee

“Mamegoma” is a San-X original character. In May 2005 its stationery and other related merchandising lines were introduced at the retail level. Currently, there is a wide range of general merchandise available in stores known and enjoyed by the fans of these heartwarming characters. In particular, the Nintendo DS game software developed by Creative Core has become a huge hit the big hit with sales surpassing over 230,000. Other successes based on this property include the manga “Diary of Me and My Mamegoma” published in the “Ne- Ne-” magazine. The picture book series and four-volume books that were published have been extremely successful having sold in excess of 300,000 copies.

The story begins when Mamegome meets a cute little girl, Akane, for the very first time. Akane goes to the beach with her friends and finds a tiny, white Mamegoma by the water that seems a bit down. Akane tries desperately to help cheer him up. She then takes him to a specialty shop called “Mamegoma Island” where Mamegoma Cherry and Mamegoma Soda are and the white Mamegoma recovers. Relieved at that, Akane decides to bring the white Mamegoma home where her father, her mother and her younger sister Yui await. Eventually, the white Mamegoma is named “Mameta,” and his new life with Akane and all the others is set to begin.

TMS Entertainment Ltd., as a member of the Production Committee, is producing the animation and will offer a streaming service of the title in Japan in addition to the television broadcasting. TMS will also be handling the sales in all media of this title overseas as well as all aspects of licensing and merchandising.

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【Sources】

■ Broadcast Information (Tentative)

TV Kanagawa starting Jan 10 (Sat), every Sat morning at 8:30am
Chiba TV starting Jan 16 (Fri), every Fri morning at 8:00am
TV Saitama starting Jan 16 (Fri), every Fri morning at 7:00am
San TV starting Jan 16 (Fri), every Fri morning at 7:00am
※ Aired within 「Chibi Ani Theater」 slot

■ 「Mamegoma」Official Site : <http://www.mamegoma-anime.jp/>

■ San-X Official Site : <http://www.san-x.co.jp/>
