



Press Release Dated December 9, 2009

**Official Website for a New Character “Namaiki Volc” will be Open on
December 10, 2009!**

www.namaikivolc.jp

Sony Creative Products Inc. (SCP hereafter; Chiyoda-ku, Tokyo; Representative Director: Aiichiro Furukawa) and dwarf inc. (dwarf hereafter; TYO Group; head office: Nerima-ku, Tokyo; Representative Director: Tsuneo Goda) will open an official website for their jointly developed new character “Namaiki Volc” on December 10, 2009 (Thursday).

Namaiki Volc debuted with “Licensing Asia 2009” in October 2009. On the official website (www.namaikivolc.jp), arts and logo will be unveiled, in addition to the introductions of characters and writer.

We will introduce the new world of Tsuneo Goda who produced NHK’s “Domo-kun”, NHK Minna no Uta “Boku wa Kuma” and “Komaneko”.



www.namaikivolc.jp

We will offer background story on how volc was created and downloading of wallpaper for free.

On the top page of the website, you can meet Volc through a stop-motion animation.



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Regarding the commercialization of Volc, a picture book will be published from Kodansha in the spring of 2010. We will then start commercializing stuffed toys targeting men and women in their 10s and 20s. We also plan to extend to stationery products, daily goods and other products. Please look forward to our future development.

[About posting] We would appreciate if we could check your manuscripts. Please indicate the credit on the right. © dwarf/SCP/MCA

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