

Press Release Dated February 2010

"namaiki Volc"
Illustrated Book Scheduled for Release
www.namaikivolc.jp

Sony Creative Products Inc. ("hereafter "SCP;" Chiyoda-ku, Tokyo; Representative Director: Aiichiro Furukawa) and dwarf inc. (hereafter "dwarf;" part of the TYO Group; Nerima-ku, Tokyo; Representative Director: Tsuneo Goda) have decided to sell an illustrated book based on a new character that they have created together, called "namaiki Volc." It will be sold through Kodansha Ltd.

This photo-illustrated book is Tsuneo Goda's latest creation, and the first product featuring the Volc character.

A girl on her way from school meets a self-professed "wolf" whose name is Volc. The two become friends and pass the days happily together. But the other children think that Volc is only an ordinary stuffed animal. What unfolds is a heartwarming story of the relationship between the slightly cheeky Volc and the girl.



"namaiki Volc"

Creator: Tsuneo Goda

Publication date: February 19, 2010

Size: modified B5

182 mm H x 235 mm W

Hardcover, with band

Number of pages: 32

Price: 1,238 yen + tax

Seller: Kodansha Ltd.



I met my little friend Volc in the middle of the forest.

[About Tsuneo Goda]

Goda is the stop motion animation supervisor who created NHK's "Domo-kun", the "Boku wa Kuma character" for NHK's Mina no Uta, and "Komaneko".

He was also involved in the creation of the character shown in the opening sequence of the "Welkame" NHK serial TV drama.

[Message from the creator]

Volc is half stuffed animal and half wolf. In other words, he is alive.

I wanted to create a tale of friendship that shows how meeting Volc changes humdrum days into happy and lively days. A mobile phone is a tool, but a stuffed animal can become a friend...perhaps.

I think that it would be great if every day is a happy one for lots of kids thanks to Volc.

Tsuneo Goda



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