



For Immediate Release

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TOMY Company Announces the Return of “MicroPets” — Japan’s Iconic Digital KAWAII Pet Robot Makes a Comeback

TOKYO, JAPAN – TOMY Company, Ltd. (Representative Director, President & CEO: Akio Toyama; Headquarters: Katsushika-ku, Tokyo) announces the launch of the palm-sized pet robot “MicroPets”, available in Japan on Saturday, December 27, 2025 at toy specialty stores, department store toy sections, mass retailers, online stores, and the official TOMY shopping website “TAKARATOMY MALL” (takaratomymall.jp).

The product is also scheduled for a global rollout in collaboration with Moose Toys.



A Beloved Classic Reimagined for the Modern Era

Originally launched in 2002, the “MicroPets” series became a global hit with more than approximately **10 million units shipped worldwide**. The latest model brings this iconic toy into the modern era with **enhanced functions and an all-new design**, reviving the beloved series for today’s generation.

The new “MicroPets” was co-developed by **TOMY Company, Ltd.** and **Moose Toys**, combining TOMY’s long-standing expertise in toy technology with Moose’s creative innovation. TOMY will oversee distribution across **Asia, the Middle East, and Africa**, while Moose Toys will manage sales in **North America, Europe, and Oceania**.

A Smart and Adorable Palm-Sized Companion

Measuring approximately **6 cm (2.4 inches)** in length, the compact **MicroPets** is equipped with over **50 interactive features**, including expressive movements, sounds, and reactions. It can “talk,” “sing,” and “wander around,” acting as a cute and intelligent companion that brings joy to daily life.

Designed for the digital-native generation, the MicroPets allows users to communicate naturally through play — creating moments of emotional connection and delight.

The MicroPets “speaks” in a unique “**MicroPets Language**”, which sounds intriguingly like a mix between Japanese and English. As users care for their MicroPets, they gradually begin to understand its expressions. Responding to its requests helps it “grow,” unlocking new facial expressions and movements. Collecting multiple units expands the fun—MicroPets can race, dance, and interact together.



Digital KAWAII for the Alpha Generation

The concept of “**Digital KAWAII**” combines Japan’s distinctive cuteness culture with intuitive technology, designed especially for the **Alpha Generation (born in 2010 and later)**.

Inspired by Japan’s globally admired “**KAWAII**” culture from areas such as Harajuku, the new MicroPets reimagines this aesthetic in a digital form—merging play, emotion, and innovation to deliver a product that resonates worldwide.

Comment from Akio Toyama, Representative Director, President & CEO, TOMY Company, Ltd.

“MicroPets” was created through the joint efforts of TOMY and Moose Toys, combining over two years of development. Nearly 20 years after the debut of the original MicroPets, we are thrilled to reintroduce its charm to the world once again.

With this new version, we aim to express Japan’s evolving ‘KAWAII’ culture on a global stage.”

Comment from Ronnie Frankowski, CEO of Moose Toys

It’s truly been an honor to work in partnership with TOMY Company, Ltd. to bring a beloved Japanese creation like MicroPets back to life. This collaboration represents the very best of what can happen when creativity, shared values and respect for heritage come together. MicroPets is a joyful celebration of play and culture - and we’re thrilled to share its charm with a new generation of children around the world.

Product Highlights

- **Over 50 interactive features** including facial expressions, sounds, and movement reactions
- **Interactive growth system** — respond to MicroPets’ needs (“Talk,” “Toilet,” “Recharge”) to unlock new skills like dancing and singing
- **Unique “MicroPets Language”** — globally shared, allowing players worldwide to communicate and play together
- **Roblox Virtual Experience** — The MicroPets universe will launch on **Roblox** in mid-December 2025, enabling players to explore a colorful “Digital KAWAII” world and collect over 40 types of MicroPets before the product’s official release.





Product Overview

Product Name: MicroPets (3 Types: Cat, Puppy, Bunny)

Launch Date: December 27, 2025 (Saturday)

Suggested Retail Price: JPY 2,498 (including tax)

Recommended Age: 4 years and up

Contents: MicroPets unit, instruction manual, quick-start guide, toilet accessory

Package size: Approx. W105 × H110 × D50 (mm)

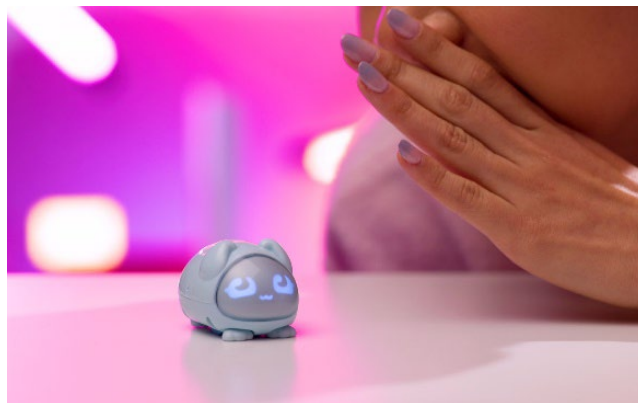
Product size: Approx. W65 × H35 × D40 (mm) (Cat)

Battery: Built-in LR44 button batteries × 3

Availability: Toy specialty stores, department stores, mass retailers, online stores, and TAKARATOMY MALL (takaratomymall.jp)

Official Website: www.takaratomy.co.jp/products/micropets/

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About MicroPets

MicroPets (Released July 2002)

Despite being less than 50 mm long, this miniature robot pet could move energetically in response to voices.

Equipped with a **sound-length recognition system**, it responded differently to four patterns of sound signals—"short + short," "short + long," "long + short," and "long + long." It was recognized by Guinness World Records in 2002 as *"the smallest sound-activated self-powered toy."*



MicroPets-i (Released July 2009)

Measuring about 6 cm, this palm-sized pet robot featured **built-in artificial intelligence**.

It offered four play modes — "Play," "Walk," "Sing," and "Communicate."

Tapping the body or nearby surface switched modes, offering a variety of interactive experiences.



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