

History of SEGA TOYS

Year 2014	<p>"Heart Energy Poochi" launched (July) "FLASHPAD" launched (July) "Wild King Strongest Battle Picture Book" launched (July) "Jewel Pet Magical Letter Pen" launched (April)</p>	 Boys Toy Award at the 2014 Japan Toy Association Awards	 Girls Toy Award at the 2014 Japan Toy Association Awards	 The Best of Universal Toy Award at the 2014 Japan Toy Association Awards	 The Communication Toy Award at the 2014 Japan Toy Association Awards
Year 2013	<p>"Mushiking Beetle Capture & Battle Manual" launched (August) "Jewelpod Diamond Premium" launched (July) "COLOSSUS ORDER TCG" launched (July) "Kira Deco Seal Art Series" launched (April)</p>	 Character Toy Award at the 2013 Japan Toy Association Awards	 Girls Toy Award at the 2013 Japan Toy Association Awards		
Year 2012	<p>"Anpanman Words Book DX" launched (August) "Jewel Pet Jewelpod Diamond" launched (July) "HOME STAR AURORA" launched (July)</p>	 Innovative Toy Award at the 2012 Japan Toy Association Awards	 Girls Toy Award at the 2012 Japan Toy Association Awards	 Educational Toy Award at the 2012 Japan Toy Association Awards	
Year 2011	<p>"Punickies" toys launched (July) "Anpanman Living Card" launched (July) "BAKUGAN BA-001 Colossus Dragon" launched (July) "3D Spray Art PRO" launched (April) "Zoobles!" toys launched (March)</p>	 Girls Toy Award at the 2011 Japan Toy Association Awards	 Innovative Toy Award at the 2011 Japan Toy Association Awards	 Boys Toy Award at the 2011 Japan Toy Association Awards	 Educational Toy Award at the 2011 Japan Toy Association Awards
Year 2010	<p>Delisted from Osaka Securities Exchange (Made fully owned subsidiary of SEGA SAMMY HOLDINGS)(November) "Bakugan 7 in 1 Maxus Dragonoid" launched (July) "Anpanman Words Book" launched (April) "Zhu Zhu Pets" launched (March)</p>	 The best of Educational Toy Award at the 2010 Japan Toy Association Awards	 Boys Toy Award at the 2010 Japan Toy Association Awards	 Boys Toy Award at the 2010 Japan Toy Association Awards	
Year 2009	<p>Established Bakugan Limited Liability Partnership (November) "Glodoodle" launched (August) "Home Fireworks" launched (August) "Dream Cat Venus" launched (July)</p>	 Innovation Toy Award at the 2009 Japan Toy Association Awards	 High Target Toy Award at the 2009 Japan Toy Association Awards	 The Best of Universal Toy Award at the 2009 Japan Toy Association Awards	
Year 2008	<p>"Jewel Pet" toys launched (October) "Dream Dog DX" launched (September) "Headstand Lucky" launched (August) "Ice-cream maker" launched (July) "Aerobic Navigator" launched (May)</p>	 High Target Toy Award at the 2008 Japan Toy Association Awards	 High Target Toy Award at the 2008 Japan Toy Association Awards	 Universal Toy Award at the 2011 Japan Toy Association Awards	 Innovation Toy Award at the 2008 Japan Toy Association Awards
Year 2007	<p>"Grand Pianist" launched (April) "Anpanman Register" launched (February)</p>	 The Best of Universal Toy Award at the 2008 Japan Toy Association Awards	 2007 Nikkei Excellent Product and Service Award and Nikkei MJ Award		
Year 2006	<p>"Dream Cat Smile" launched (September) "BAKUGAN" toys launched (July) Established SEGA TOYS (HK) CO., LIMITED (May) "Dino King" toys launched (March)</p>	 Awarded the 2009 Toy of the Year U.S.A.	 Awarded the 2009 Toy of the Year U.S.A.	 Awarded the 2009 Toy of the Year U.S.A.	
Year 2005	<p>"Love and Berry" toys launched (December) "Beena" launched (August) "HOME STAR" launched (August) "i-Dog" launched (March)</p>	 2005 Nikkei Excellent Product and Service Award and Nikkei MJ Award	 2005 Nikkei Excellent Product and Service Award and Nikkei MJ Award	 2005 Nikkei Excellent Product and Service Award and Nikkei MJ Award	 2005 Nikkei Excellent Product and Service Award and Nikkei MJ Award
Year 2004	<p>"Brain Trainer" launched (October) "Mushi-King" toys launched (March)</p>	 2005 Nikkei Excellent Product and Service Award and Nikkei MJ Award	 2005 Nikkei Excellent Product and Service Award and Nikkei MJ Award		
Year 2003	<p>Listed on the JASDAQ exchange (February) (Present: OSAKA Securities Exchange)</p>				
Year 2002	<p>"Dream Cat" launched (September) "Tea Dog" series launched (March) "CoCoPad" launched (March)</p>	 2005 Nikkei Excellent Product and Service Award and Nikkei MJ Award	 2005 Nikkei Excellent Product and Service Award and Nikkei MJ Award	 2005 Nikkei Excellent Product and Service Award and Nikkei MJ Award	 2005 Nikkei Excellent Product and Service Award and Nikkei MJ Award
Year 2000	<p>"Poo-Chi" launched (April)</p>	 2005 Nikkei Excellent Product and Service Award and Nikkei MJ Award			
Year 1998	<p>"Changed company name to SEGA TOYS CO., LTD. (April)</p>				