



TOMY AWARDED MASTER TOY LICENSE FOR UPCOMING ANIMATED FILM “RON’S GONE WRONG” FROM DISNEY AND LOCKSMITH ANIMATION

OAK BROOK, Ill. – (October 14, 2020) – [TOMY International, Inc.](#), a leading global designer, producer and marketer of a broad range of innovative, high-quality toys, is bringing kids a “Best Friend Out of The Box” with a new line of toys based on upcoming animated film “Ron’s Gone Wrong” from [Disney](#) and [Locksmith Animation](#).

The film, which is set to be released on April 23, 2021, follows Barney, an unpopular preteen, who’s introduced to wonderful walking, talking, digitally connected devices called B*Bots. B*Bots sweep the world to become every kid’s “Best Friend Out of The Box,” but Barney’s hopes are quickly dashed by “Ron,” a malfunctioning, unconnected B*Bot that can’t even remember his own name. But behind the mayhem, Ron is also honest, loyal and loads of fun, leading to a heartwarming, hilarious exploration of true friendship in the social media age.

The line will include both action figures and plush toys and feature a variety of core characters from the movie.

“‘Ron’s Gone Wrong’ is a highly anticipated film and we’re honored to be the licensed partner that gets to give kids their ‘Best Friend Out of The Box,’” said TOMY’s Senior Director of Global Toys Morgan Weyl. “TOMY has a long history of bringing lovable television and movie characters to life, and we couldn’t be more excited about this new line. The movie is all about individuality and the exploration of friendship, and we hope these toys provide comfort for kids everywhere – especially those who don’t always feel like they fit in.”

“This new animated film is all about humor and heart and will be enjoyed by audiences around the world,” said Paul Gitter, SVP, 20th Century Studios Licensing. “Collaborating with TOMY allows us to bring the magic of the movie home, with an energetic and imaginative toy line we know kids and fans will love.”

To learn more about TOMY and its range of innovative, high-quality toys, visit www.tomy.com. For news, updates and product information, follow TOMY on [Facebook](#) and [Instagram](#).

About TOMY International

TOMY International (www.tomy.com) is a leading global designer, producer and marketer of a broad range of innovative, high-quality toys sold to preschoolers, youths and adults under the TOMY® and Ertl® brands as well as products for parents, infants and toddlers marketed under Lamaze®, The First Years®, JJ Cole® Collections and Boon® brands. TOMY International’s mission is to make the world smile. TOMY International reaches its target consumers through multiple channels of distribution supporting more than 25,000 retail outlets throughout North and South America, Europe and Australia. TOMY International is a wholly owned subsidiary of Japan-based TOMY Company, Ltd. (Tokyo Stock Exchange Code No. 7867). © TOMY.

About Disney Consumer Products, Games and Publishing

Disney Consumer Products, Games and Publishing (CPGP) brings the magic of The Walt Disney Company's brands and franchises—including Disney, Pixar, Marvel, Star Wars, National Geographic, and more—into the daily lives of families and fans around the world through products and experiences across more than 100 retail categories from toys and t-shirts to apps, books, video games, and more. A division of the Disney Parks, Experiences and Products segment, CPGP's global operations include: the world's largest licensing business, one of the biggest children's publishing brands, a leading licensor of interactive games across platforms, Disney store locations globally, and the shopDisney e-commerce platform.

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