



TOMY AND UNIVERSAL BRAND DEVELOPMENT COLLABORATE ON TOY LINE INSPIRED BY ILLUMINATION'S UPCOMING MOTION PICTURE, *SING 2*

OAK BROOK, Ill. – (October 20, 2020) – [TOMY International, Inc.](#), a leading global designer, producer and marketer of a broad range of innovative, high-quality toys, has collaborated with Illumination and Universal Brand Development to introduce a line of toys based on characters from Illumination's upcoming animated motion picture, *Sing 2*, which is currently set to be released on December 22, 2021.

The product line will be comprised of innovative toys including collectible figures, feature plush and a role play game.

"Audiences everywhere have already fallen in love with the relatable characters of *Sing*, and we're looking forward to bringing them to life and into playrooms," said TOMY's Director of Global Toys Morgan Weyl. "The *Sing* films are about overcoming obstacles and pursuing dreams, so we created a musically-infused toy line that will help inspire the next generation to shoot for the stars – no matter what challenges they may face along the way."

"Our filmmaking partners at Illumination continue to deliver dynamic characters and storylines that bring joy and smiles to audiences across the globe, and we're excited for the worldwide debut of *Sing 2*," said Joe Lawandus, Senior Vice President and General Manager, Global Toys and Hardlines, Universal Brand Development. "We look forward to collaborating with TOMY on an all-new toy line that will bring the franchise's signature comedy and hit music into the hearts and homes of fans worldwide."

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

About Illumination

Illumination, founded by Academy Award® nominee Chris Meledandri in 2007, is one of the entertainment industry's leading producers of event-animated films, including *Despicable Me*, the most successful animated franchise in cinematic history. The company's releases include two of the top 10 animated films of all time, and its iconic, beloved franchises—infused with memorable and distinct characters, global appeal and cultural relevance—have grossed more than \$6.25 billion worldwide.

Illumination, which has an exclusive financing and distribution partnership with Universal Pictures, is the creator of the world of *Despicable Me*. The franchise includes *Minions*, the fourth-highest-grossing animated film of all time and the most profitable film in Universal's history, as well as the Academy Award®-nominated *Despicable Me 2* and *Despicable Me 3*, which made more than \$1 billion at the global box office.

Illumination has launched two additional original properties that captivated audiences worldwide: *The Secret Life of Pets*, which achieved the best opening for an original movie, animated or otherwise, in U.S. history, and the global smash, *Sing*. In 2018, Illumination's *Dr. Seuss's The Grinch* had the biggest opening weekend of any Christmas-themed movie in history, followed, in June 2019, by *The Secret Life of Pets 2*. Illumination's upcoming films for 2021 include *Minions: The Rise of Gru* in July and *Sing 2* in December.

About Universal Brand Development

Universal Brand Development globally drives expansion of NBCUniversal's intellectual properties, franchises, characters and stories through innovative physical and digital products, content, and consumer experiences. Along with franchise brand management, Universal Brand Development's core businesses include Consumer Products and Games and Digital Platforms based on the company's extensive portfolio of intellectual properties created by Universal Pictures, Illumination, DreamWorks Animation and NBCUniversal Television and Streaming. Universal Brand Development is part of NBCUniversal, a subsidiary of Comcast Corporation. www.universalbranddevelopment.com.

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.

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