

To All Media Relations

# Sexual Wellness Company TENGA to launch Rocket in Summer 2021

**Tokyo, Jan 26, 2021** - TENGA Co. Ltd. announces the "TENGA ROCKET PROJECT", a project in cooperation with Japanese space development startup *Interstellar Technologies* (herein IST).

## About the TENGA ROCKET PROJECT

The "TENGA ROCKET PROJECT" is a project wherein TENGA will be funding the launch of IST's ballistic observation rocket "MOMO", alongside the sale of multiple cross-collaboration items as part of a larger launch promotion to be sold on TENGA's Japanese E-commerce and multiple pop-up shops across Japan.

As part of the launch campaign, TENGA has announced three "SPACE MISSIONS" they look to achieve:

1. **TENGA MESSAGE POD**

As part of the project's message "To shout Love and Freedom from Space" (echoing TENGA's brand message), a TENGA-shaped message pod carrying 1,000 messages from crowdfunding supporters will be carried in the rocket and jettisoned into space.

2. **SPACE TENGA ROBO**

TENGA's mascot, the *TENGA ROBO* along with partner mascot *EGG DOG*, will be carried in the rocket as payload to be ejected from the rocket when in space, eventually returning back down to earth. Successful retrieval will be a first for a privately owned business outside of the U.S.A. to succeed in such a mission.

3. **SPACE TENGA**

A TENGA CUP-shaped tracking device will be loaded inside the rocket to accumulate data of the conditions in space. This data will be used for research and development of a TENGA masturbation product for use in space. TENGA aims to become the first company to successfully make a sex toy for the specific purpose of use in space.

Further Info: <https://www.tenga.co/products/collaboration/tenga-rocket-project/> (Site Opens Feb 4th)

## About the "TENGA ROCKET" MOMO

IST has been developing and manufacturing a ballistic rocket called "MOMO", to reach outer space (at 100 km altitude) and return to earth. IST is the first privately owned Japanese company that has successfully launched this type of rocket. It has also done so at roughly a quarter of the cost of other successful companies. The "TENGA ROCKET" version of the MOMO will be painted in TENGA's signature brand colors, carrying various observation instruments as well as the above payloads.

"MOMO" is derived from an alternative way of reading the Japanese character of "one hundred" - a link to the altitude MOMO is able to reach.



### The Reason for Collaboration :

The project was first brought to TENGA President and CEO Koichi Matsumoto's attention through a joint TV appearance with IST's Founder Takafumi Horie. Though the discussion was originally around a simple sponsorship and branding on the MOMO rocket, further talks expanded on the idea of sexuality in space, looking at providing for the needs of the people who live and work in space for extended periods of time.

While Matsumoto admits that the tests with the TENGA ROCKET will be a small first step, he notes that advancements in space all begin with "one small step". TENGA hopes that not only will the data from the *SPACE TENGA* tracking unit be useful for research and development of a product, but that the interest around the project will shed light on the natural sexual needs for mankind - whether it be on earth or in space.

### TENGA ROCKET Press Conference :

On 15:00 JST Jan 25th, 2021, a press conference was held in Shibuya, Japan to announce the launch of the TENGA ROCKET Project, by TENGA CEO Koichi Matsumoto, Interstellar Technologies Founder Takafumi Horie, and Interstellar Technologies CEO Takahiro Inagawa.

The press conference started with an introduction from Inagawa of IST and their past projects, along with their mission to "make space more accessible for everyday people" by bringing down the price of rocket launches through technological and engineering advancements.

This was followed by Matsumoto's announcement of the "TENGA SPACE MISSIONS" featuring a surprise appearance from the *TENGA ROBO* mascot.

Lastly, Horie spoke of his thoughts regarding the importance of making the space industry more accessible, and how IST's collaboration with TENGA is one way that more people can "have fun with space".



### Collaboration Products and POP UP Stores

The TENGA ROCKET PROJECT has launched several collaboration apparel items, alongside detachable Rocket Wings for TENGA's most popular product model - the Original Vacuum CUP. Furthermore, the project has started a crowdfunding campaign offering exclusive items, as well as the right to send one of 1,000 messages in the *MESSAGE POD* into space. These items and the crowdfunding campaign are currently only available in Japan.



### Photos Available Here:

[https://drive.google.com/drive/folders/1ZIJMkzKFWQa8TZ8YuzRp\\_k57PJ9p0PiJ?usp=sharing](https://drive.google.com/drive/folders/1ZIJMkzKFWQa8TZ8YuzRp_k57PJ9p0PiJ?usp=sharing)

Further Information Available on Request - Contact us at [globalpr@tenga.co.jp](mailto:globalpr@tenga.co.jp)

■ **About TENGA Co., Ltd.**

TENGA is manufacturer of sexual wellness items, with their most popular brand of products being a line of pleasure items for men called “TENGA” with a focus on non-obscene product design as a tool for safer, better pleasure. Since its launch in 2005, TENGA has shipped over 90 million units worldwide and is regarded as one of the leaders in products for sexual pleasure in the adult market, and one of the first male-oriented brands to break into mainstream markets. TENGA is the No. 1 Brand of masturbation sleeves by units sold, selling over triple of their closest competitor.

Further details: [www.tenga.co](http://www.tenga.co)



■ **About Interstellar Technologies Inc.**

Interstellar Technologies is a Japanese space development startup, developing small rockets to bring “an era where anyone can access space.” In May 2019, the company became Japan’s first ever private-sector business (and ninth globally) to successfully launch a ballistic rocket into space - simultaneously it became the fourth to launch a liquid-based rocket with posture stabilization into space of which IST is the only non-US-based enterprise to succeed.. They are currently developing an ultrasmall satellite-carrying rocket called ZERO.

Further details: [www.istellartech.com/english](http://www.istellartech.com/english)



**For more information contact us.**

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