

For Immediate Release

EXTRA! TOMY is Triple Grand Prize Winner EXTRA ! in 2011 Japan Toy Awards !



Girls Toy Category: *Licca-chan Baskin Robbins 31 Flavors Ice Cream Shop*



Universal Design Toy Category: *Finger-Control R/C Car, TOMICA Preschool Yubi-Con*



Innovative Toy Category: *Two people's bodies become musical instruments; Ningen Gakki*

Tokyo, Japan, June 15, 2011: TOMY Company, Ltd. (President, Kantaro Tomiyama) proudly announces that products from the TOMY Group have been awarded Grand Prizes in three different categories of the 2011 Japan Toy Awards, announced on June 14 by the Japan Toy Association. The three winners are *Licca-chan Baskin-Robbins 31 Flavors Ice Cream Shop* and *TOMICA Preschool Yubi-Con*, both from TOMY, and *Ningen Gakki* from TOMY subsidiary, T-ARTS. Additionally, TOMY Group companies won seven other Excellence awards in five categories.

TOMY's "Grand Prize" Award Winning Products

Girls Toy Category: *Licca-chan Baskin Robbins 31 Flavors Ice Cream Shop*

SRP: JPY 4,725 (incl. 5% tax)

Date on Sale in Japan: April 21, 2011

Note: Doll is not included in this set.

The set is designed for Japan's most popular doll, TOMY's iconic *Licca-chan* and features realistic details which allow a little girl to pretend she's working in her own Baskin-Robbins shop. Various accessories also sold separately, such as additional ice cream flavor packs.



Mfd under license from
B-R 31 Ice Cream Co., Ltd.

Universal Design Toy Category: *TOMICA Preschool Series, Yubi-Con*

Two models: *Police Patrol Car* and *Fire Captain's Car*

SRP: JPY 5,229 (incl. 5% tax)

Date on Sale in Japan: June 16, 2011

The IR remote control is used like the touch panel of a smart-phone, with the simple slide of a finger so that even physically challenged children can easily operate it. A forward, back, left, right or circular sliding motion makes it move as directed. Additionally, the car makes announcements such as "Moving forward!" or "Obstacle in the way!" so that even visually impaired children can enjoy playing with it.



Innovative Toy Category: Ningen Gakki

(From TOMY subsidiary, T-ARTS)

SRP: JPY 3,360 (incl. 5% tax)

Date on Sale in Japan: June 30, 2011



Ningen Gakki literally means “Human Musical Instrument” in Japanese and it literally turns two, three or four people touching it simultaneously into musical instruments. *Ningen Gakki* sends an electrical signal through the bodies of those holding it so that by touching each other, for example a touching another’s cheek, a musical tone plays. And a new note plays with each touch, playing a song. There are ten songs to choose from and various types of sound effects to add to the fun.

TOMY’s “Excellence” Award Winning Products

Boys Toy Category: *Connect! E5 Class Hayabusa Bullet Train and Train Station Rotary Set*

A new set for TOMY’s PLARAIL brand of trains, featuring one of Japan’s latest high speed “bullet trains.”

Character Toy Category: *Disney Cars TOMICA: McQueen Transforms to a Racing Course*

The main character from Disney Cars opens up into a super fun racing course play set.

Innovative Toy Category: *TOMICA Preschool Series, Yubi-Con*

Multi-category winner!! Details noted in “Grand Prize” category above.

High Age Target Toy Category: *Transformers Dual Model Kit: Optimus Prime*

Transformer fans can enjoy assembling their favorite hero with this snap together model kit.

Boys Toy Category: *Virtual Masters Real (From T-ARTS)*

A super realistic digital fishing simulator which features augmented reality to turn any spot into a fishing spot!

Educational Toy Category: *Real Construction Deluxe Workshop (From T-ARTS)*

Simulates the real tools and materials of woodworking but completely safe and without no sawdust mess!

High Age Target Toy Category: *TCS Wireless Power Unit N-WL 10-CL (From TOMY subsidiary, Tomytec)*

Wireless train control station for use with Tomytec’s *Tomix* brand of model trains. Can you say, “Wow!”



Connect! E5 Class Hayabusa Bullet Train and Train Station Rotary Set (Mini-cars, Pla-Kids not included)



Disney Cars TOMICA: McQueen Transforms to a Racing Course (Mini-cars not included)



TOMICA Preschool Series, Yubi-Con



Transformers Dual Model Kit: Optimus Prime



Virtual Masters Real (From T-ARTS)



Real Construction Deluxe Workshop (From T-ARTS)



TCS Wireless Power Unit N-WL 10-CL (From Tomytec)

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