

(English Translation of the Japanese Press Release)

March 16, 2011

To all related parties:

Name of the Company:	TOMY Company, Ltd.
Name of the Representative:	Kantaro Tomiyama President & CEO
(Code No. 7867; The First Section of the Tokyo Stock Exchange)	
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### Notice Concerning Effects of 2011 Tohoku – Pacific Ocean Earthquake

TOMY Company, Ltd. (hereinafter “Tomy”) would like to express our heartfelt condolences to everyone who has been affected by the earthquake which hit the Tohoku (northeast) region of Japan on Friday, March 11, 2011.

Tomy has established a crisis management headquarters and is collecting information and planning and implementing countermeasures. The earthquake has affected our operations as follows:

#### 1. Effects on the Tomy Group

##### (1) Damages to employees

The safety of all the employees of the Group was confirmed as of March 15, 2011.

##### (2) Physical damages

- At Kiddyland, a Group company retailing toys and life style goods, some of stores located in Tohoku and Kanto regions (7 stores as of March 16, 2011) are suspending its business due to damages to the building and internal fixtures. Furthermore, at some stores, business hour is shortened due to the impact of planned rotational electricity blackouts. For more information about operations of each store, please access the website of Kiddyland below.

Website of Kiddyland: [http://www.kiddyland.co.jp/etc/kiddy\\_eigyoun2011/](http://www.kiddyland.co.jp/etc/kiddy_eigyoun2011/) (Japanese only)

- Some of stores of Tinkerbell, a Group company retailing apparel for children, (6 stores as of March 16, 2011) are suspending its business due to damages to internal fixtures or an impact of planned rotational electricity blackouts.
- At a manufacturing plant of TOMYTEC, a Group company manufacturing miniature railway models, which is located in Mibu, Tochigi Prefecture, although the site was spared major damage from the earthquake, there may be potential adverse effects on its production plan due to such factors as planned rotational electricity blackouts.

## 2. Effects on Performance

Tomy is investigating the effects of this earthquake on its consolidated performance. Tomy will promptly make an announcement should these effects be significant.

Tomy sincerely hopes for the speediest possible recovery to everyone in the regions affected by this disaster.