

(English Translation of the Japanese Press Release)

August 10, 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)
Further Inquiries: Toshiki Miura
Managing Director &
Head of Corporate Administration
(TEL: 03-5654-1548)

**Notice Concerning Issuance of Stock Options (*shinkabu yoyakuken*) to Directors, Corporate Auditors,
Executive Officers and Employees, and to Directors and Employees of Subsidiaries**

This is to provide notification that TOMY Company, Ltd. (hereinafter “the Company”) resolved at a meeting of the Board of Directors, held on August 10, 2011, to decide the subscription requirements for stock options and solicit persons to subscribe to the stock options, among other matters, based on the entrustment from the General Meeting of Shareholders of the Company held on June 24, 2011.

I. Reasons for Granting Stock Options with Particularly Favorable Conditions

By granting the stock options, the Company aims to further foster a management team that strives to contribute to improved consolidated earnings and place importance on the interests of the shareholders.

II. Terms and Conditions of Issuance of Stock Options

1. Name of Stock Options for Subscription:

Fourth Series Stock Option of TOMY Company, Ltd.

2. Total Number of Stock Options for Subscription: 10,865 units

The above number is the number scheduled to be allotted. If the total number of stock options for subscription to be allotted is decreased, such as in the case where no stock option has been subscribed for, the total number of stock options for subscription to be allotted shall be the total number of stock options for subscription to be issued.

3. Class and Number of Shares Covered by Stock Options for Subscription

The class of shares covered by stock options for subscription shall be common stock of the Company, and the number of shares covered by each stock option for subscription shall be 100 shares.

For details, please refer to the press release available at the following URL:

<http://www.takaratomy.co.jp/release/pdf/i110810.pdf>