

(English Translation of the Japanese Press Release)

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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 Revision of Full-year Consolidated Earnings Forecasts and
Differences Between Full-year Non-consolidated Earnings Forecasts and
Actual Results for Previous Fiscal Year**

This is to provide notification that, in light of its recent earnings trends, TOMY Company, Ltd. (hereinafter “Tomy”) has revised its consolidated earnings forecasts for the current fiscal year ending March 31, 2012, that were announced on May 26, 2011.

Tomy also provides notification that the following differences are expected between its non-consolidated earnings forecasts for the current fiscal year ending March 31, 2012 and the actual results for the previous fiscal year. Details are as follows.

1. Revision of consolidated earnings forecasts for the fiscal year ending March 31, 2012 (April 1, 2011 to March 31, 2012)
(millions of yen, except per-share data)

	Net sales	Operating income	Ordinary income	Net income	Net income per share (yen)
Previously announced forecast (A)	200,000	11,700	10,700	6,200	65.86
Revised forecast (B)	186,000	10,000	9,000	3,200	33.99
Change (B-A)	(14,000)	(1,700)	(1,700)	(3,000)	—
Rate of change (%)	(7.0%)	(14.5%)	(15.9%)	(48.4%)	—
(Reference) Actual results for the fiscal year ended March 31, 2011	159,490	10,327	10,143	8,929	94.85

2. Differences between non-consolidated earnings forecasts for the fiscal year ending March 31, 2012 and actual results for previous fiscal year (April 1, 2011 to March 31, 2012)

(millions of yen, except per-share data)

	Net sales	Operating income	Ordinary income	Net income	Net income per share (yen)
Actual results for the fiscal year ended March 31, 2011 (A)	71,574	8,832	8,846	6,889	73.18
Forecast (B)	71,000	8,300	7,800	3,900	41.43
Change (B-A)	(574)	(532)	(1,046)	(2,989)	—
Rate of change (%)	(0.8%)	(6.0%)	(11.8%)	(43.4%)	—

(Note) As Tomy has not disclosed its non-consolidated earnings forecasts for the fiscal year ending March 31, 2012, this is a timely disclosure using rates of changes from the actual results for the previous fiscal year.

3. Reasons for the revision

(1) Consolidated earnings

Net sales are expected to fall short of the levels of the previous forecast owing to a decline in sales of toys due to insufficient supply of some products as the result of flooding in Thailand, the prolonged stagnation of consumption in Europe, and the sudden worsening of economic conditions in North America since summer. Regarding profits, operating income and ordinary income are both expected to fall short of the levels of the previous forecast owing to a decrease in revenue related to the decline in sales, and plans to carry out additional advertising and publicity in the forth quarter as part of sales promotions targeted toward the new fiscal year. Net income is expected to fall short of the levels of the previous forecast due to the decrease in ordinary income and the recording of extraordinary loss including the retirement of noncurrent assets and reduction in valuation of inventories related to the flooding in Thailand, and one-time expenses for the restructuring of overseas bases.

(2) Non-consolidated earnings (differences between actual results for the previous fiscal year)

Tomy expects to secure full-year net sales at the same level as the previous fiscal year. Operating income, however, is expected to be lower than the actual results for the previous fiscal year due to a rise in the cost of sales ratio resulting from an increase in exports, and ordinary income is also expected to decrease due to increases in interest payments and foreign exchange losses. Net income is expected to decline substantially from the actual results for the previous fiscal year due to a decrease in loss brought forward for tax purposes and an increase in income taxes-deferred as a result of the impact of the change in the effective statutory tax rate due to a tax revision.

Note concerning forecasts of earnings etc.

The forecast values that Tomy presents in this material have been determined based on currently available information, which contains various uncertainties. Accordingly, there will be times when the actual results differ from the forecasted results because of the effect of future events.