

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 Personnel Changes

This is to provide notification that TOMY Company, Ltd. (hereinafter “Tomy”) resolved at its Board of Directors meeting held on February 27, 2012 to make the following personnel changes.

As Tomy reaches the seventh year since its completion of a merger , the strengthening of management practices and business structure reform that have been promoted to date have yielded certain results. Going forward, Tomy will work for a generational change by achieving the targets of its medium-term business plan, and will aim to expand business results and improve corporate value in anticipation of further growth as a true global player.

1. Changes in Board Directors’ responsibilities <as of April 1, 2012>

	<New position>	<Current position>
Keita Satoh	Executive Vice President	Executive Vice President Chief Marketing Officer Head of Toy Business HQ President & CEO, T-ARTS Company, Ltd. President & CEO, TATSUNOKO PRODUCTION COMPANY, LTD.
Shiryu Okuaki	Executive Vice President President & CEO, TOMY MARKETING COMPANY, LTD. Chairman & CEO, U-ACE COMPANY, LTD.	Executive Vice President Chief Strategy Officer Head of Bureau of Corporate Strategy President & CEO, TOMY MARKETING COMPANY, LTD

Toshiki Miura	Managing Director Chief Financial Officer Head of Public relations	Managing Director Chief Financial Officer Head of Corporate Administration
Isamu Takahashi	Managing Director Representative, TOMY International Group	Managing Director Deputy Head, Bureau of Corporate Strategy Global Business Affairs Advisor, Toy Business HQ
Osamu Mashimo	Board Director Senior Executive Officer Head of Toy Business HQ Global Products Strategy	Board Director Senior Executive Officer Head of Global Products Strategy
Shigeki Yanagisawa	Board Director Senior Executive Officer Chief Strategy Officer Head of Bureau of Corporate Strategy	Board Director Senior Executive Officer Deputy Head, Bureau of Corporate Strategy Global Production & Procurement Safety & Quality Assurance

2. Personnel changes (Senior General Manager and above) <as of April 1, 2012>

	<New position>	<Current position>
Yoshitaka Sako	Executive Officer Bureau of Corporate Strategy Advisor, Corporate Planning	Executive Officer Bureau of Corporate Strategy Head of Corporate Planning
Mitsuru Yoneyama	Head of Corporate Administration	Deputy Head of Corporate Administration Head of Accounting and Finance

3. Changes in Representative and CEOs of group companies <as of June 27, 2012>

	<New position>	<Current position>
Takashi Konosu	President & CEO, T-ARTS Company, Ltd.	Senior Managing Director, T-ARTS Company, Ltd.
Shuichiro Tanaka	President & CEO, TATSUNOKO PRODUCTION COMPANY, LTD.	Senior Managing Director, TATSUNOKO PRODUCTION COMPANY, LTD.

4. Retirement of Executive Officers <as of June 30, 2012>

	<New position>	<Current position>
Keita Satoh	Special Management Adviser	Executive Vice President
Shiryo Okuaki	Special Management Adviser President & CEO, TOMY MARKETING COMPANY, LTD Chairman & CEO, U-ACE COMPANY, LTD. Chairman, Kiddy Land Co., Ltd. (To be appointed)	Executive Vice President President & CEO, TOMY MARKETING COMPANY, LTD Chairman & CEO, U-ACE COMPANY, LTD. Chairman, Kiddy Land Co., Ltd.