

(English Translation of the Japanese Press Release)

May 10, 2012

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: Mitsuru Yoneyama
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Notice Concerning Partial Amendment to the Articles of Incorporation

This is to provide notification that TOMY Company, Ltd. has resolved at its Board of Directors meeting held today to submit the matter of “Partial Amendment to the Articles of Incorporation” as a proposal to be approved at the 61st Ordinary General Meeting of Shareholders scheduled for June 27, 2012. The proposed amendment is detailed below.

1. Reason for Amendment

The reason for the amendment is to add additional business activities to Article 2 (Purpose) of the current Articles of Incorporation in response to the growing diversification of the TOMY Group’s business activities.

2. Content of Amendment

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

http://www.takaratomy.co.jp/release/pdf/i120510_1.pdf

3. Schedule

Date of General Meeting of Shareholders to amend the Articles of Incorporation: June 27, 2012

Date that the amended Articles of Incorporation will take effect: June 27, 2012