

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
Head of Corporate Administration
(TEL: 03-5654-1548)

Notice Concerning Personnel Changes

This is to provide notification that TOMY Company, Ltd. has resolved at its Board of Directors meeting held today to make the following personnel changes.

1. Changes in Board Directors' responsibilities <as of June 27, 2012>

	<New position>	<Current position>
Osamu Mashimo	Senior Managing Director Chief Marketing Officer Head of Toy Business HQ	Board Director Senior Executive Officer Head of Toy Business HQ
Shigeki Yanagisawa	Senior Managing Director Chief Strategy Officer Head of Bureau of Corporate Strategy	Board Director Senior Executive Officer Chief Strategy Officer Head of Bureau of Corporate Strategy
Kazuhiro Kojima	Managing Director Deputy Head Bureau of Corporate Strategy	Board Director Senior Executive Officer Deputy Head Bureau of Corporate Strategy

2. Personnel changes (promotion and appointment of Executive Officers) <as of July 1, 2012>

	<New position>	<Current position>
Masayuki Nagatake	Senior Executive Officer Corporate Strategy	Executive Officer Corporate Strategy
Shinji Sano	Executive Officer Head of Global Dolls & Girls Business	Head of Global Dolls & Girls Business
Satoshi Nakano	Executive Officer Head of Global Character Business	Head of Global Character Business

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

	<New position>	<Current position>
Yoshitaka Sako	Managing Director of TOMY BUSINESS SERVICE CO.,LTD.	Executive Officer Bureau of Corporate Strategy Advisor, Corporate Planning