

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
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**Notice Concerning Issuance of Stock Options (Subscription Rights to Shares) to
Directors, etc. of Overseas 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 9, 2012, 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 27, 2012.

I. Reason for the Necessity to Solicit Subscribers for an Issue of Stock Options with Particularly Advantageous Conditions

The Company shall issue stock options, without contribution, to Directors, etc. of the Company’s foreign subsidiaries to further promote the motivation to contribute to the improvement of consolidated earnings and a management that gives serious consideration to shareholders.

II. Terms and Conditions of Issuance of Stock Options

1. Name of Stock Options for Subscription:

Seventh Series Stock Option of TOMY Company, Ltd.

2. Total Number of Stock Options for Subscription: 4,750 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 (the “Number of Granted Shares”).

However, the Number of Granted Shares shall be adjusted by the following calculation formula if the Company splits (including allotment of shares of common stock of the Company without contribution) or consolidates shares of its common stock after the date for the allotment of stock options for subscription (the “Allotment Date”).

$$\begin{array}{l} \text{Number of Granted Shares} \\ \text{after adjustment} \end{array} = \begin{array}{l} \text{Number of Granted Shares} \\ \text{before adjustment} \end{array} \times \text{Share split/consolidation ratio}$$

In addition to the above, following the Allotment Date, in cases where it is appropriate to adjust the Number of Granted Shares, the Company may adjust the Number of Granted Shares within a reasonable extent.

Any fraction less than one share resulting from the above adjustment shall be rounded down.

When adjusting the Number of Granted Shares, the Company shall notify or give a public notice of necessary matters to each holder of stock options for subscription described in the stock options registry by the date immediately preceding the application date of the Number of Granted Shares after adjustment; provided that, if the Company is unable to notify or give public notice by the date immediately preceding the application date, it shall notify or give public notice promptly thereafter.

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

http://www.takaratomy.co.jp/release/pdf/i120809_2.pdf