

(English Translation of the Japanese Press Release)

August 31, 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 Head of Corporate Administration (TEL: 03-5654-1548)

Notice Concerning Determination of Terms of Issuance of Stock Options (Seventh Series Stock Option)

This is to provide notification that TOMY Company, Ltd. (hereinafter the “Company”) today determined the remaining terms regarding the issuance of stock options (subscription rights to shares) resolved at a meeting of the Board of Directors held on August 9, 2012. The details are as follows.

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

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.

4. Value of Properties Contributed upon Exercising Stock Options for Subscription

49,000 yen per unit (490 yen per share)

5. Those in Scope of Allotment of Stock Options for Subscription, Number of Such Persons, and Number of Stock Options for Subscription to Be Allotted

4,750 units to four directors, etc. of the Company’s foreign subsidiaries.