

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: Kazuhiro Kojima
Board Director
Senior Executive Officer
Chief Financial Officer
(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 April 1, 2014>

	<New position>	<Current position>
Osamu Mashimo	Board Director Executive Managing Officer Chief Marketing Officer	Board Director Executive Managing Officer Chief Marketing Officer Head of Toy Business HQ
Shigeki Yanagisawa	Board Director Executive Managing Officer Chief Strategy Officer Deputy Head of Global Business HQ	Board Director Executive Managing Officer Chief Strategy Officer Head of Global Business HQ

2. Changes in Executive Officers' responsibilities <as of April 1, 2014>

	<New position>	<Current position>
Takashi Konosu	Senior Executive Officer Head of Toy Business HQ	Senior Executive Officer Deputy Head of Toy Business HQ

3. Changes in Senior Advisor s' responsibilities <as of April 1, 2014>

	<New position>	<Current position>
Harold George Meij	Chief Operating Officer Head of Global Business HQ	Senior Advisor

End of notice