

For Immediate Release

*The Revolutionary **xiao**TM TIP-521, Launches November 28*
Latest **xiaoTM Digital Camera with Built-in Printer**
Full Feature Digital Camera that Lets You Print Photos Immediately!

Tokyo, Japan, November 6, 2008: TOMY Company, Ltd. (President, Kantaro Tomiyama), announces the launch of its newest in its series of *xiao*TM (pronounced “sha-oh”) cameras, the revolutionary *xiao*TM TIP-521 digital camera with a built-in printer (MSRP JPY 34,800, incl. 5% Japan consumption tax). TOMY will also sell replacement packs of ZINK Photo PaperTM sheets (20 sheets per pack, MSRP JPY 880, incl. tax). Both will go on sale in Japan on November 28, 2008 and be available at camera and variety retailers nationwide as well as through online retailers.

In a digital camera market which is focused on ever more complex digital functions, *xiao*TM breaks new ground by offering not only the standard digital camera features, but a function which truly stands out from the competition: the ability to instantly print photos which can be viewed and shared right away. By incorporating ZINKTM Zero InkTM ink-free printing technology from America’s ZINK Imaging Inc., TOMY can offer the ground-breaking combination of digital camera and printer in one compact unit.

The ZINK Zero Ink technology in the *xiao*TM camera uses no ink and therefore there are never any messy cartridges to change or get clogged. Instead, the system uses 5cm x 7.5cm ZINK Photo Paper sheets which are about the size of a business card and are simple to replace. The backing of the ZINK Photo Paper can also be peeled away to turn the photos into fun photo stickers.

*xiao*TM also has an infrared input port enabling it to receive and print photos taken by other infrared enabled cameras or mobile phones. SD Memory Card compatibility (up to 4GB) can be used to store thousands of photos or is another way to transfer photos taken on another device to *xiao*TM for printing or to export photos taken with *xiao*TM.

*xiao*TM has seven types of print modes which allow many types of fun photo customization. With *xiao*TM, it’s like having an arcade photo booth in your pocket!

The six *xiao*TM print modes:

1. **Full Mode:** Prints one full borderless image on one sheet of ZINK Photo Paper.
2. **Multi Mode:** Prints the chosen image multiple times on one sheet of ZINK Photo Paper. Choose 1, 2, 4, 8, 16, 32, or even 64 images printed on one sheet.
3. **Shuffle Mode:** There are two types of shuffle printing in which *xiao*TM randomly selects a group of images and “shuffles” them into a fun montage which can be printed on one sheet of ZINK Photo Paper. Choose either the 12-photo montage with 12 equally sized randomly shuffled images or the 4-photo montage with small, medium and large images mixed together. For either type, the montage can be shuffled over and over again, like roulette, for unpredictable results.
4. **Effect Mode:** *xiao*TM will transform and print images using interesting effects: Black & white, sepia tone, negative image, cut out, digital mosaic, and stamp effects
5. **Frame Mode:** There are five different “frame” types to choose from including fancy borders, greeting card style or a newspaper “front page” layout.
6. **I.D. Portrait Mode:** Includes features to help capture and print a traditional, formal portrait handy for various official purposes.

The new *xiao*TM *TIP-521* is simple to use, and makes it easy for anybody to take pictures and print them right away without the trouble of connecting to or carrying along a separate complicated device. *xiao*TM is compact enough to take anywhere and is ideal for parties, traveling, etc. Use it just like other digital cameras, but at the spur of the moment, any photo can be printed right away. Quick, easy and fun! *xiao*TM is a new way to communicate and share with friends and is expected to be especially popular among women aged 20-40 as well as with families with children who can have endless fun with the photo-stickers.

TOMY is targeting sales of 100,000 units of the *xiao*TM *TIP-521* in the first fiscal year.

Development Background

The camera market is a large market which encompasses a wide spectrum of needs from basic photography to artistic photography to the chronicling of our life and times. TOMY sees in these pursuits an inherent entertainment value and over the years has launched various unique cameras to add fun and entertainment to this market. One of these was the first *xiao*TM, jointly developed by TOMY and Japan Polaroid Corporation and launched in 1998. That *xiao*TM was the world’s smallest Polaroid camera and it became a giant hit, selling 3.5 million units and was particularly popular among high school age girls.

Today, the camera world has gone digital and high-spec, high quality is a given, but there are still many ways that people enjoy their cameras. People have always loved looking at printed photos, but this has become a rarity with current digital cameras. Still, people are often saying, “I’ll have some of these photos printed for you.” but never seem to get around to it. TOMY believes that many consumers will find the unique, built-in ability of the *xiao*TM *TIP-521* to print photos immediately, not only very compelling, but a game-changing feature.

The *xiao*TM TIP-521 comes in three colors, Black, Marine and Magenta as shown.



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About TOMY Company, Ltd.

Takara and TOMY merged in 2006, creating a new, global force in toys, children's merchandise and entertainment. The merged company is called TOMY Company, Ltd. in English but in Japanese uses the combined name, K.K. TAKARATOMY. The company manufactures a broad range of products based on its own brands which include TOMICA®, Choro-Q®, Plarail®, Beyblade®, ZOIDS®, Transformers®, Licca®, Cella®, Nohohon-Zoku®, Yatterman®, Tomica Hero Rescue Force®, and TOMY brand baby care products such as baby monitors, carriers etc. TOMY also produces and/or sells a wide variety of toy and game brands under license, such as Thomas & Friends®, Disney®, Kirarin Revolution®, Pokemon®, NARUTO®, The Game of Life®, Monopoly®, and Duel Masters®. More info available at www.takaratomy.co.jp

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About ZINK Imaging

ZINK Imaging Inc., a privately held company, was founded to enable millions of customers to enjoy the magic of ZINKTM Zero InkTM products. ZINK Imaging invented, manufactures, and is an OEM supplier of the ZINK

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<http://www.takaratomy.co.jp>

Printing Technology and the award winning ZINK Paper™ to partners that will bring ZINK-enabled products to market under their respective brands. ZINK Imaging's headquarters and research and development labs are in Massachusetts, with a state of the art manufacturing facility in Whitsett, North Carolina. For more information, please visit www.ZINK.com.

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