

For Immediate Release



Transformers: Dark of the Moon The Third in the Movie Series from Michael Bay & Steven Spielberg



TRANSFORMERS Movie Series of Transforming and Interconnecting Robot Toys **Worldwide Launch, Begins May 14, 2011!!**



New Weapon and Card Systems! Approx. 80 toy items! T-Shirt Collaboration Too!

Tokyo, Japan, May 11, 2011: *TRANSFORMERS: Dark of the Moon*¹, the third installment in the Hollywood blockbuster *TRANSFORMERS* movie series, which has achieved box office sales of more than \$1.5 billion worldwide and spawned sales of more than 80 million units of licensed toys, will launch in Japan on July 29, 2011, and include a 3-D version. In conjunction with the movie, TOMY Company, Ltd. (President, Kantaro Tomiyama), announces the Japan launch of the *TRANSFORMERS Movie Series* toy line, on May 14, 2011. The Japan line up, which is part of a worldwide rollout in about 100 countries², consists of more than 80 items and TOMY is aiming for ¥10 billion in sales.

TRANSFORMERS transforming robot toys which originated in Japan and came of age in America following their debut there in 1984, are now loved by children and adults worldwide. The *TRANSFORMERS* Movie Series action figure toy line utilizes highly advanced transforming technology and realistic character designs to faithfully embody the characters from movie into the products. These toys a true combination of Hollywood entertainment creativity and TOMY's 30+ years of transforming toy technological development.



TOYS:

Transforming & Interchangeable Weapons System; Low Price Mini Figures; New Plastic Models







In conjunction with the new movie, TOMY is launching three new toy series:

- **MECHTECH Series:** The highly innovative MECHTECH action figures feature the MECHTECH Weapon System, with two-in-one converting weapons which convert with a unique one-touch mechanism. Each MECHTECH weapon is also interchangeable with other MECHTECH weapons and the weapons can connect to each other or to other MECHTECH figures to "power-up" the figure and allow truly spectacular battles of "good vs. evil." Approximately 50 items are planned to be released starting in May.
- **CYBERVERSE Series:** These palm-sized transforming action figures feature easier conversion and are low priced for high collectability. A matching scale space ship which transforms into a base station will also be available, allowing for an exciting play platform. Approximately 25 items are planned to be released starting in July.
- **Dual Model Kit Series:** Targeted at adult TRANSFORMERS fans, these pre-painted semi-complete non-converting plastic model kits faithfully reproduce the movie characters in ultra-fine detail. Two items will be launched in June for sale in Japan and several other Asian markets.

For full details on all the *TRANSFORMERS* Movie Series products visit the official TOMY *TRANSFORMERS* website (Japanese only):
<http://tf.takaratomy.co.jp>

¹ *TRANSFORMERS: Dark of the Moon* is the English title of the movie. It is called "*TRANSFORMER: Darkside Moon*" (トランスフォーマー/ダークサイド・ムーン) in Japanese. All other product names mentioned in this release are Romanized approximations of the Japanese names, which may differ from the names of the same or similar products released in other markets.

² Not all products to be sold in Japan will be available in other markets and not all products released in other markets will be released in Japan.

	MECHTECH Series 	CYBERVERSE Series 	Dual Model Kit 
Launch Date	May 14, 2011	July 16, 2011	June 25, 2011
SRP (Incl. 5% sales tax)	JPY2,625 ~ 15,540	JPY714 ~ 6,090	JPY3,990 & 9,240
Features	Innovative MECHTECH Weapon System of two-in-one converting weapons which convert with a unique one-touch mechanism. Weapons are interchangeable with other MECHTECH weapons and the weapons can connect to each other or to other MECHTECH	Palm-sized transforming action figures with easier conversion and low price points for high collectability. An available base station allows for an exciting expanded play world.	Pre-painted semi-complete non-converting plastic model kits faithfully reproduce the movie characters in ultra-fine detail. Items will be launched only in Japan and several other Asian markets.
Number of Items	Approx. 50 Items	Approx. 25 Items	2 Items
Series Examples	 Product Name: DA-03 Optimus Prime MECHTECH Trailer SRP: JPY 6,825 (Incl. 5% sales tax) Date on Sale in Japan: May 14, 2011 Robot Mode Dimensions (mm): W120 x H180 x D80	 Product Name: CV-04 Optimus Prime SRP: JPY 1,344 (Incl. 5% sales tax) Date on Sale in Japan: July 16, 2011 Robot Mode Dimensions (mm): W60 x H35 x D100	 Product Name: DMK01 Optimus Prime SRP: JPY 9,240 (Incl. 5% sales tax) Date on Sale in Japan: June 25, 2011 Robot Dimensions (mm): W150 x H80 x D250



PROMOTION:

Trading Cards Included for Additional Fun on Web & Mobile Sites and on Coin-Op Video Games

The TRANSFORMERS experience has been further enhanced by the introduction of MECHTECH Cards which are included with most MECHTECH and CYBERVERSE products. MECHTECH Cards feature a character or weapon and also a Serial Code and a Colorbit Code which can be used in games on the Web, on a mobile platform and also with *B-Ta Ichi-Go* coin-operated video games at amusement centers. (See appendix for more information.) The variety of ways to play will allow a wide age range of fans to enjoy collecting weapons cards in order to play in the virtual world of TRANSFORMERS, striving to strengthen ones favorite TRANSFORMERS characters.



COLLABORATION:

TRANSFORMERS: Dark of the Moon T-Shirts to be Sold Worldwide by Uniqlo

Casual clothing chain, Uniqlo (President, Tadashi Yanai, Headquarters in Yamaguchi City, Japan) will release a line of *TRANSFORMERS: Dark of the Moon* licensed T-shirts in June. There will be eight different designs which will sell for ¥1,500 each. Besides being available for *TRANSFORMERS* fans of all ages (sizes MEN S to XL) at approximately 100 Uniqlo stores in Japan, the T-shirts will also be sold at approximately 100 international UNIQLO stores in the USA, United Kingdom, France, China, Hong Kong, Taiwan Thailand, Singapore and elsewhere. In Japan the T-shirts will be available at select Uniqlo stores, the UT STORE HARAJYUKU and the UNIQLO Online store.





Visit the Official *Transformers: Dark of the Moon* Movie Website (Japanese only):
<http://www.tf3-movie.jp>

Born of Japanese ingenuity and creativity and capturing the imagination of the world, *Transformers* toys continue to be a dynamic force from Japan, delivering dreams to children all around the world.

The transforming and interconnecting robots which have become famous worldwide as *Transformers* were originally part of the *Microman* and *Diaclone* toy lines, created by Takara Co., Ltd. (Now TOMY, a.k.a. K.K. TAKARATOMY). The toy lines were merged into one “universe” and this Japan-originated toy content was launched by Hasbro as *Transformers* in the U.S. in 1984. The toys were followed by TV cartoons and comics and became a huge hit. In 1985 the toys were reintroduced into Japan, along with the cartoons to similar success. Today’s *Transformers* are the successful melding of Japan’s prowess in creativity, precision & high-tech design with American character creation and dramatic scripting.

Renowned movie director, Steven Spielberg also has showed his great admiration for the unique *Transformers* concept, musing that “Robots could be all around us. Every single object might be concealing its ability to freely transform.” This magnificent story of freely transforming sentient robots, battling across the universe has transcended borders and is loved by two generations in over 130 countries.

In recent years, Japanese creative works, especially anime, manga, cinema, fashion etc., collectively dubbed “Cool Japan” have been gaining increasing recognition and popularity around the world, creating an industry of Japan’s sub-culture which is growing in influence. As an early example of Japanese creative content which gained global appeal, *Transformers* are a symbol of the imagination and ingenuity of Japan’s toy companies; a symbol which transcends borders and will continue to deliver dreams to fans of all ages around the world

Product Summary

Product Name:	<i>Transformers</i> <i>DA-03 Optimus Prime MECHTECH Trailer</i>
SRP:	JPY 6,825 (Incl. 5% sales tax)
Date on Sale in Japan:	May 14, 2011
Product Contents:	Transforming robot x 1, Trailer x 1, MECHTECH Weapon x 1, MECHTECH Card x 2 (1 character card and 1 weapon card), Instruction sheet
Dimensions (mm):	Optimus Prime, robot mode: W120 x H180 x D80 Optimus Prime, vehicle mode, with trailer: W70 x H100 x D400
Batteries:	No batteries required
Sales Channels:	Toy and department stores, mass retailers, online retailers, etc.

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DA-03 Optimus Prime MECHTECH Trailer

Left : in robot mode Right : in vehicle mode

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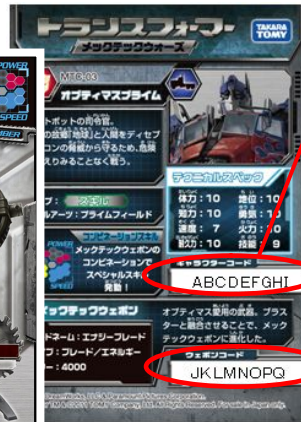
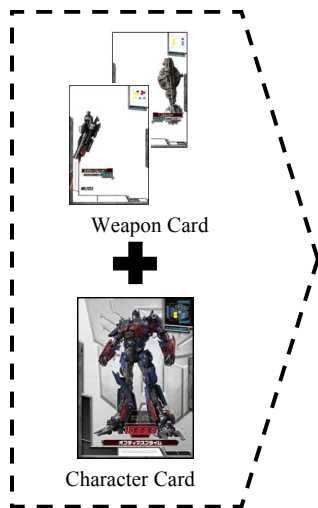
For Consumer Inquiries Contact:

Tomy Customer Service (Japanese only)
Tel: 03-5650-1031 or Visit Our Website:

www.takaratomy.co.jp

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MECHTECH Card Details





Character Card
Character Serial Code: By using this code in the game the player can utilize this character in game play.



Weapon Card
Weapon Serial Code: By using this code in the game the player can utilize this weapon in game play.


Colorbit Code
By using these character and weapon Colorbit Codes in the *B-Ta Ichi-Go* coin-op video games the player can utilize the character or weapon in the coin-op video game play.

Games Which Use the MECHTECH Cards

MECHTECH Cards can be used in *Transformers* games which are available in an Internet version, a mobile version and on the *B-Ta Ichi-Go* coin-operated video game at amusement centers.

Online Game
Name: TRANSFORMERS: MECHTECH Wars 
Cost: Free to Play
Launch Date: May 14, 2011
 Available through the TOMY official Transformers website:
 (Japanese language only)
<http://tf.takaratomy.co.jp/play/>
How MECHTECH Cards are used: By inputting the card's Serial Code into the game, the player can utilize weapons and characters in game play. 

Mobile Device Game:
Name: TRANSFORMERS: THE LIVE!
Cost: Free to Play, Additional costs for virtual Items
Launch Date: May 12, 2011
 Available after free registration on the Mobage website
 (Japanese language only)
<http://pf.mbga.jp/12005156>
Operated by T-Entamedia
How MECHTECH Cards are used: By inputting the card's Serial Code into the game, the player obtains virtual characters or items.  

B-Ta Ichi-Go Coin-Operated Video Game:
Name: TRANSFORMERS: MECHTECH Wars
Cost: Free to Play
Launch Date: May 14, 2011
 Can be played at toy stores and toy departments of department stores in approx. 120 locations throughout Japan. (Japanese language only)
How MECHTECH Cards are used: By swiping the card's Colorbit Code* into the game, the player can utilize weapons and characters in game play. 
 *Colorbit Code is a trademark of B.CORE Inc.

The MECHTECH Promotional Campaign

To promote and expand the TRANSFORMERS brand and attract new fans of all ages to the TRANSFORMERS fan base, TOMY and TOMY Group companies and other TRANSFORMERS: *Dark of the Moon* licensees are participating in the MECHTECH Campaign. Most licensed products, including toys, stationery, novelty products and apparel will include Serial Codes like those on the MECHTECH Cards. After collecting two Serial Codes, fans can input the codes at the official TOMY TRANSFORMERS website (<http://tf.takaratomy.co.jp>) for a chance to win special edition goods such as gold chrome colored figures.