

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)
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**Tomy's Annual Report 2014 Selected No. 6 in Global Ranking, and for Second Year Running,
No. 1 in Class-Specific Competition in the 2013/14 Vision Awards Sponsored by LACP**

The *Annual Report 2014* (English edition) published by TOMY Company, Ltd. (hereinafter "Tomy"; President & CEO: Kantaro Tomiyama/Head Office: Katsushika-ku, Tokyo) has obtained No. 6 ranking in the combined global ranking and, for the second year running, Platinum (No. 1) in the Consumer Consumables class in the 2013/14 Vision Awards sponsored by LACP (League of American Communications Professionals LLC) of the U.S. The details are as follows.

LACP was founded in the U.S. in 2001 with the aim of promoting practical improvements in the communication activities of all organizations, including companies, NPOs, educational organizations, and government agencies. Since the same year, it has been holding the Vision Awards, the world's largest class general competition related to corporate communication tools. In the latest awards, the 2013/14 Vision Awards, there were more than 6,000 entries from over 24 countries around the world.

The LACP's evaluation is based on criteria such as first impression, report narrative, message clarity, creativity, and report financials. Tomy's *Annual Report 2014* was evaluated highly on points and received comments such as, "Starting from the cover, all pages provided an enjoyable read. It left a positive impression" and "The management's message was presented in an easy-to-understand way." Out of a possible 100 points, Tomy obtained a score of 99 points. In addition to receiving the No. 6 ranking in the combined global ranking, Tomy received, for the second year running, the 1st-place Platinum award in the Consumer Consumables class.

Tomy will continue to treat the dialog with stakeholders as the foundation of all our corporate activities and will strive to communicate easy-to-understand corporate information to all shareholders and investors.

(Reference)



TOMY Company, Ltd. Annual Report 2014—Hitmakers

[English edition URL]

<http://www.takaratomy.co.jp/english/ir/financial/annual.html>

[Japanese edition URL]

<http://www.takaratomy.co.jp/ir/financial/annual.html>

[2013/14 Vision Awards Results]

<http://www.lacp.com/201314vision/awards-annual-report-competition-tomy-company-ltd.htm>

[2013/14 Vision Awards Top 50 Winners Gallery]

<http://www.lacp.com/201314vision/top100.htm>

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