

March 30, 2015

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 Organizational and Personnel Changes

This is to provide notification that TOMY Company, Ltd. (hereinafter “TOMY”) has resolved to make the following organizational and personnel changes as of April 1, 2015.

1. Organizational changes <as of April 1, 2015>

In order to accelerate the business structural reform in the new medium management plan and rapid execution of operation, the organization has been changed as follows;

(1) Built the new global unit structure reporting to COO directly

- i. In order to construct planning, development, production and sales framework that meets the global market needs, Toy Business Division combines the function of product planning and development of Toy Business HQ and Global Business HQ into one section.
- ii. In order to clarify the roles of function with TOMY International and other international subsidiaries, Global business HQ is changed as Global Strategy Division, reporting directly to COO and in charge of sales strategy and administrative function in US/EU and Asia.

(2) Strengthening the management of group companies

In order to build up the strength of managing Group Companies, Group Company Admin. Group is under the control of Internal Control & Audit Group.

(3) Transfer of a part of business domain and function for group companies in Japan

In order to achieve the management strategy for group companies rapidly, a part of business domain and function will be transferred as follows.

i. TOMY MARKETING COMPANY, LTD. (hereinafter “TOMY MARKETING”)

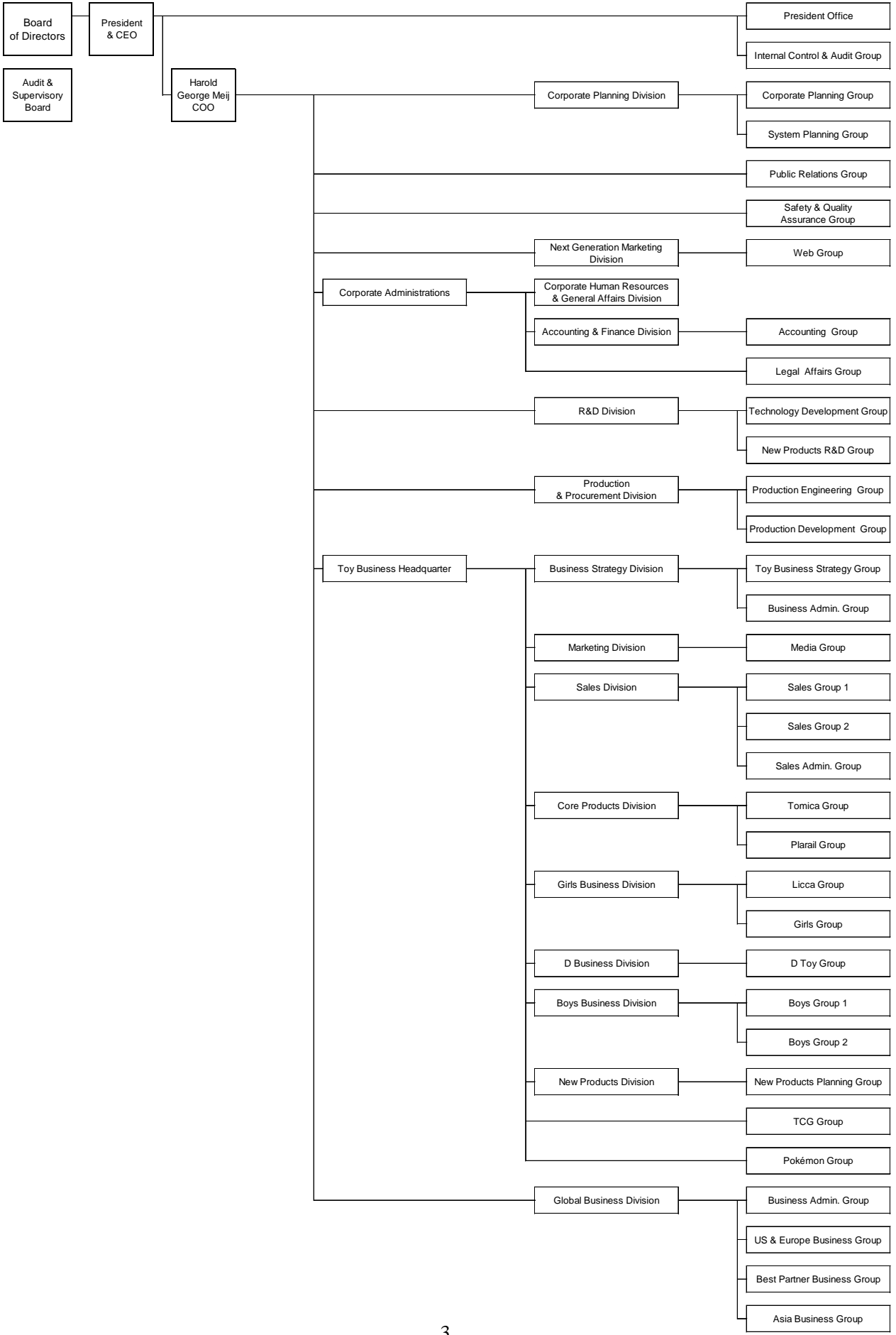
4 function; sales planning, sales promotion, sales administration and sourcing, will be transferred to TOMY, and candy toy, life style products and custom-build products will be transferred to T-ARTS Company, Ltd., and retail sales will be transferred to T-ENTAMEDIA Company, Ltd. in a phased manner from October 2015. TOMY MARKETING focuses on wholesaler business from April 1, 2015.

ii. T-ENTAMEDIA Company, Ltd. (hereinafter “T-ENTAMEDIA”)

Digital content planning business and advertising business will be transferred to TOMY, digital media business will be transferred to TOMY IBIS CO.,LTD.. T-ENTAMEDIA change the business domain to retail sales, consumer events, new point of sales development and store operation.

The organizational structure after the change (outline) will be as follows.

TOMY Organization Chart as of April 1, 2015



2. Personal changes (Senior General Manager and above) <as of April 1, 2015>

	<New position>	<Current position>
Harold George Meij	Representative Director & COO	Representative Director & COO Head of Global Business HQ
Masaya Sawada	Executive Officer Head of Global Business Division	Executive Officer Deputy Head of Global Business HQ
Masayuki Nagatake	Executive Officer Global Business Division COO, TOMY International, Inc.	Executive Officer US & Europe Business Division COO, TOMY International, Inc.
Minoru Rikiishi	Managing Director, T-ENTAMEDIA Company, Ltd.	Senior Executive Officer Deputy Head of Toy Business HQ
Hidemitsu Honda	Head of Sales Division	Deputy Head of Sales Division
Nakaya Sano	Head of Core Products Division	Head of New Point of Sales Development Group, TOMY MARKETING COMPANY,LTD.
Taichi Iimura	Head of Girls Business Division	Head of Core Products Division
Shinji Sano	Head of New Products Division	Head of Girls Business Division

End of notice