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RELEASE



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TOMY's first original Chinese model train to go on sale in May at the upcoming Shanghai Expo!

Plarail model train 'CRH2 Hexiehao' series to be released throughout China

TOMY Company, Ltd.

TOMY Company, Ltd. (President & CEO: Kantaro Tomiyama/Location: Katsushika-ku, Tokyo) announces a new localized version of its long-selling line of Plarail (*1) model train series, which was originally introduced in 1959. The series will be the Company's first ever original Chinese product and will feature designs based on the **CRH2 Hexiehao** high-speed train. On May 1st, 2010, TOMY will release the **CRH2 Hexiehao Basic Set** (priced at CNY 199) which will contain the model train, railway tracks, train station, trees and other accessories. This will be followed by a June 1st, 2010 (Children's Day) release of the **CRH2 Hexiehao Starter Set** (priced at CNY 99), an introductory package featuring train and tracks. Both sets will be available at the 2010 Shanghai World Expo (*2) as well as in toy stores, department stores, and toy departments of hypermarkets throughout China.

The product will be sold in the Performance Center, the China Railway Pavilion and the Japan Industry Pavilion at the Shanghai Expo site, where it will be introduced to China and the world as a representative product of Japan's foremost brand of toys (Note: The sales period at the Japan Industry Pavilion will be limited to two months from September 1st to October 31st).

Beginning with the Asian market, TOMY is aiming to take its standard line of products worldwide.

Since TOMY began marketing its products in China in 2004, Plarail has gained in popularity year by year, and is now an indispensable product for department stores throughout the country. However, up until now, the majority of TOMY's products sold in China were products previously released in Japan (Japanese model trains and 'Thomas & Friends' series models) with their packaging translated into Chinese.

The **CRH2 Hexiehao** release will be the first original Chinese Plarail model train. The CRH2 is one of the four CRH Hexiehao models of high-speed trains that currently operate in China. 'CRH' is an abbreviation for "China Railway High-speed," and all CRH trains are referred to as 'Hexiehao' (Harmony) (*3). Over a year in the making, the development of this product was achieved through a series of meticulous discussions and examinations conducted between China Railways copyright holder, the Shanghai Railroad Society, and the Company's local subsidiary, TOMY (Shanghai) Ltd.

With special attention to detail, the Plarail **CRH2 Hexiehao** was created to scale based on the dimensions of the actual CRH2 train. For added realism, efforts were made to reproduce features such as the CRH logo and the 'Hexiehao' Chinese characters which appear on the front car. The front car is the locomotive unit which, at the flick of a switch, will freely move around a laid out railway track. The switch also allows the selection of two speeds and when switched off, the train can be pushed by hand. The train is comprised of three cars which can be coupled or decoupled.

TOMY will continue to develop and market Plarail versions of the trains that are familiar and loved by children throughout China. Through Plarail, the Company aims to link the imagination and dreams of railroad fans and create a brand that will be loved by children in China as well as the world over.

TOMY's target is to achieve a combined annual sales volume of 500,000 units for both the **CRH2 Hexiehao Basic and Starter** sets.

*1: About Plarail

Over half a century has passed since the introduction in 1959 of the 'Plastic Locomotive and Track Set,' the prototype of TOMY's long-selling Plarail model railway system. Based on the familiar world of trains, the brand now spans three generations of families, and is lovingly recognized for incorporating elements of society into children's play while nurturing their creativity. Basically, Plarail is played by linking blue tracks to form a railway on which a three-car train can run. Since the system's first introduction, the distinctive blue tracks have remained a standard component of every set.

In Japan, over 128 million units of a total of approximately 900 models have been sold to date, and recently over 300 varieties of licensed 'Plarail' branded products including clothing, stationary and sundry goods have gone on sale. Plarail products are currently sold in ten countries and regions worldwide.

*2: '2010 Shanghai World Expo' Japan Industry Pavilion Exhibition Summary

Expo 2010 Shanghai China

Theme: Better City – Better Life

Venue: Shanghai, People's Republic of China

Duration: May 1st, 2010 – October 31st, 2010 (184 days)

Venue Area: 328 hectares (visitor's area)

Number of Visitors: 70 million (target)

Participating Counties: 192 countries and regions as well as 49 international organizations

Japan Industry Pavilion

Theme: Better Life from Japan

Sub-theme: "Kirei, Kawaii, Kimochi-ii"

Size: Pavilion floor space of approximately 5,000m² (site of the former Jiangnan Shipyard)

Number of Visitors: Total of 3 million (target: 4.3% of total visitors)

Website: <http://www.shanghai-expo-sangyoukan.jp/japan-industry/introduction.html>

* On sale at one of the SMBC Consulting retail booths.

* Retail period: September 1st, 2010 – October 31st, 2010

*3: CRH2 Hexiehao

'CRH' stands for 'China Railway High-speed', and all of its trains are named "Hexiehao" (Harmony). The CRH2 model is based on the Japanese E2 series Shinkansen. Its features include safety, high carrying capacity and energy efficiency. With a maximum speed of 360km/h, it currently serves dozens of routes including Shanghai-Changsha and Chengdu-Chongqing, and there are plans for it to operate between Beijing and Shanghai. Onboard services include the sale of refreshments and souvenirs.

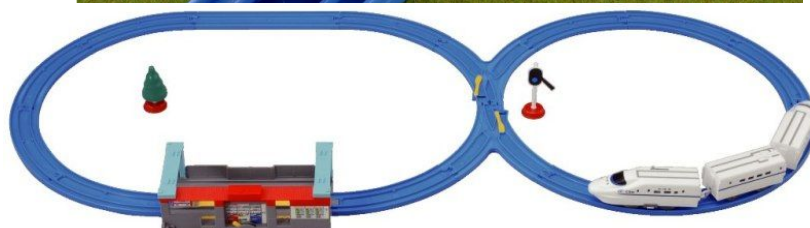
Product Overview

□ Product Name: Plarail 'CRH2 Hexiehao Basic Set'

Price: CNY 199 (CNY 1 = approximately JPY 13 as of April 23rd, 2010)
Release Date: May 1st, 2010 (commencement date of Shanghai Expo)
Contents: **Chinese CRH2 Hexiehao Shinkansen** (1 front car, 1 middle car, 1 rear car),
straight track (1), curved track (12), Y point track (1 left, 1 right),
city train station (1), tree (1), signal light (1)
Batteries: 1 AA battery (sold separately)
Dimensions: Packaging W410 x H310 x D110mm
Target Age: 3 years old and above
Sales Channels: Shanghai Expo venue, nationwide toy stores, department stores, toy
departments of supermarkets



Plarail 'CRH2 Hexiehao Basic Set' packaging



Plarail 'CRH2 Hexiehao Basic Set' product contents

□ Product Name: Plarail 'CRH2 Hexiehao Starter Set'

Price: CNY 99 (CNY 1 = approximately JPY 13 as of April 23rd, 2010)
Release Date: June 1st, 2010 (Children's Day)
Contents: **Chinese CRH2 Hexiehao Shinkansen** (1 front car, 1 middle car, 1 rear car),
curved track (8)
Batteries: 1 AA battery (sold separately)
Dimensions: Packaging W300 x H210 x D85mm
Target Age: 3 years old and above
Sales Channels: Shanghai Expo venue, nationwide toy stores, department stores, toy
departments of hypermarkets



Plarail 'CRH2 Hexiehao Starter Set' packaging



Plarail 'CRH2 Hexiehao Starter Set' product contents

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