

For Immediate Release

Eco-Conscious R/C Cars Designed in Eco-Conscious Japan - No Batteries Required.

***Crank to Charge, Crank to Go,
Rechargeable Infrared R/C Car***

EDASH Series

On Sale July 19 (Thur)

***Crank for 60 seconds, Runs for 90 - 120 seconds. Preschool & Grade School Versions
Keep a Couple in the Emergency Preparation Bag***

Tokyo, Japan, April 10, 2012: On July 19, 2012 TOMY Company, Ltd. will release its new EDASH series of revolutionary remote control vehicles which require no replaceable batteries. Instead they are powered by a crank on the I/R controller. The user connects the vehicle to the controller which doubles as a crank charger, and cranks for about 60 seconds. This charges the vehicles for about 90 to 120 seconds of action. The crank also adds fun to the action because the forward or reverse motion of the vehicles is also controlled by turning the crank forward or backward. This action also simultaneously powers the controller, so there is never any need to buy batteries for the controller either!

The EDASH line is eco-conscious because it generates its own power, eliminating the need to use costly, throw away batteries. Further, with people worried about when the next natural disaster might strike, it's a good idea to have toys on hand for children which won't depend on being able to get to the store for replacement batteries.

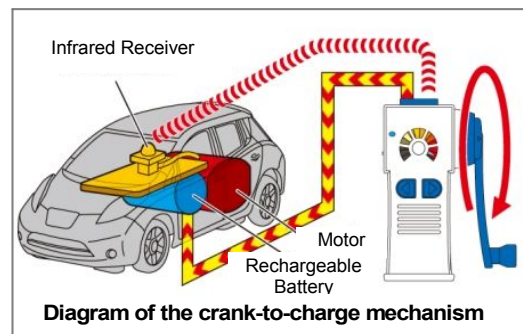
The EDASH brand includes two series: The series for grade-schoolers, also called EDASH, consists of four licensed "eco" vehicles from Nissan, Honda and Toyota and feature two speeds with full function forward and reverse steering. The series for preschoolers, called Guruguru Doraibu ("Spin-spin Drive"), consists of a police car, fire truck and two licensed character vehicles (Disney CARS and Pokémon). The Guruguru Doraibu series has simplified, one-speed and back-up-to-turn functions, suitable for preschoolers. All eight vehicles have two bands (A and B) so two vehicles can be played with at once and all eight will be offered at the SRP of JPY4,179 (incl. 5% consumption tax).

EDASH Line, 8 Models (two not shown)

SRP JPY 4,179 (incl. 5% tax)

L-R: EDASH Series: 04 Honda Fit Hybrid, 01 Nissan Leaf, 03 Honda CR-Z, 02 Toyota Prius; Guruguru Doraibu Series, Tomica Firetruck, Tomica Patrol Car. Also available (not shown): Pokémon Pikachu, Disney CARS Lightning McQueen

Why not put a couple in your Emergency Preparation Bag (shown in the background)? They're hours of fun for children and never need replacement batteries!



Note: This is a summarized English version of the Japanese press release. For further details, contact TOMY Public Relations.

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