

(English Translation of the Japanese Press Release)

March 16, 2011
TOMY Company, Ltd.

Assistance to Sites Affected by the 2011 Tohoku – Pacific Ocean Earthquake

TOMY Company, Ltd. (hereinafter “Tomy”) would like to express our heartfelt condolences to everyone who has been affected by the earthquake that hit the Tohoku (northeast) region of Japan on Friday, March 11, 2011, and has decided on the following measures to provide assistance to the relief effort.

1. Charitable monetary donation

The Tomy Group will donate 100 million yen.

2. Employee donation drive

A fundraising drive to encourage donations by all Group employees is under way.

3. Material aid

In light of the situation of the affected areas, which seems to be protracted, Tomy, as a toy manufacturing company, is prepared to provide any and all possible material aid for children that would meet their mental and emotional needs.

Considering that daily necessities are first priority, we will work in coalition with the headquarters for disaster control at the scene, and stand by to provide toys and children’s clothing as soon as any requests for such items are received from the headquarters.