

(English Translation of the Japanese Press Release)

May 18, 2011

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:	Toshiki Miura Managing Director & Head of Corporate Administration (TEL: 03-5654-1548)

**Notice Concerning Issuance of Stock Options (Subscription Rights to Shares) to Directors, Corporate Auditors, Executive Officers and employees, and to Directors and Employees of Subsidiaries**

This is to provide notification that TOMY Company, Ltd. (hereinafter “Tomy”) has resolved at an extraordinary meeting of the Board of Directors, held on May 18, 2011, to submit a proposal at the 60th Ordinary General Meeting of Shareholders, to be held on June 24, 2011, seeking the matter of deciding subscription requirements for the subscription rights to shares as stock options to be entrusted to Tomy’s Board of Directors based on Articles 236, 238 and 239 of the Companies Act of Japan.

1. Reason for granting subscription rights to shares with particularly favorable conditions

Aiming to further foster a management team that strives to contribute to improved consolidated earnings and place importance on the interests of the shareholders, among other reasons, Tomy wishes to issue subscription rights for shares without consideration to the directors, corporate auditors, executive officers and employees of Tomy and to the directors and employees of subsidiaries.

2. Content and maximum number of subscription rights to shares whose subscription requirements can be decided based on the entrustment at the General Meeting of Shareholders

(1) Maximum number of subscription rights to shares whose subscription requirements can be decided based on the entrustment mentioned above

A maximum of 12,000 subscription rights to shares with the content stipulated in (3) below can be decided.

The maximum number of shares that can be received by exercising the subscription rights to shares is 1,200,000 shares. If the number of shares granted (defined below) as stipulated in (3) below is adjusted, the maximum number of shares shall be the above-stated maximum number of subscription rights multiplied by the number of shares granted after adjustment.

(2) No payment of money is required for the subscription rights to shares whose subscription requirements can be

decided based on the entrustment mentioned above.

(3) Content of subscription rights to shares whose subscription requirements can be decided based on the entrustment mentioned above

Class and number of shares that are the target of the subscription rights to shares

The class of shares that are the target of the subscription rights to shares is to be common stock of Tomy and the number of shares that is the target of the subscription rights to shares is to be 100 shares.

For details, please refer to the press release available at the following URL (Japanese only) :

<http://www.takaratomy.co.jp/release/pdf/i110518.pdf>