

(English Translation of the Japanese Press Release)

June 24, 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 Personnel Changes

This is to provide notification that TOMY Company, Ltd. has resolved at its Board of Directors meeting held today to make the following personnel changes.

1. Personnel changes (promotion of Board Director) <as of June 24, 2011>

	<New position>	<Current position>
Isamu Takahashi	Managing Director Deputy Head, Bureau of Corporate Strategy Global Business Affairs	Board Director Executive Managing Officer Deputy Head, Bureau of Corporate Strategy

2. Personnel changes (promotion and appointment of Executive Officers) <as of July 1, 2011>

	<New position>	<Current position>
Kenichi Kuroki	Senior Executive Officer Head of China Business Strategy	Executive Officer Head of China Business Strategy
Masaya Sawada	Senior Executive Officer Head of Global Vehicle Business	Executive Officer Head of Global Vehicle Business
Tetsuya Ikeda	Executive Officer Head of Global Boys Business	Head of Global Boys Business
Masayuki Nagatake	Executive Officer Corporate Strategy	Senior General Manager Corporate Strategy

3. Retirement of Executive Officers <as of June 30, 2011>

	<New position>	<Current position>
Shunji Kamio	Board Director of U-ACE	Executive Officer Advisor, R&D
Shoji Tajima	Advisor, Corporate Administration	Executive Officer Advisor, Corporate Administration