

(English Translation of the Japanese Press Release)

March 21, 2012

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 on March 21, 2012 to make the following personnel changes.

1. Changes in Board Directors' responsibilities <as of April 1, 2012>

	<New position>	<Current position>
Kazuhiro Kojima	Board Director Senior Executive Officer Deputy Head Bureau of Corporate Strategy	Board Director

2. Personnel changes (Senior General Manager and above) <as of April 1, 2012>

	<New position>	<Current position>
Masaya Sawada	Senior Executive Officer Deputy Head of Toy Business HQ Head of Global Vehicle Business	Senior Executive Officer Head of Global Vehicle Business