

(English Translation of the Japanese Press Release)

June 11, 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: Mitsuru Yoneyama
Head of Corporate Administration
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Notice Concerning Amendment of Conversion Price of Bonds

This is to provide notification that TOMY Company, Ltd. has made the following amendment of the conversion price of Zero Coupon Bonds with Stock Acquisition Rights (*tenkanshasaigata shininkabu yoyakuken-tsuki shasai*) due in 2014.

1. Amendment of conversion price

(Name of issue)	(New conversion price)	(Current conversion price)
TOMY Company, Ltd. Zero Coupon Bonds with Stock Acquisition Rights due in 2014	¥565.70	¥613

2. Effective date June 11, 2012

3. Reason for amendment The amendment was due to the application of the amendment clause about conversion price stipulated in the guidelines of issuing the Convertible Bonds with Stock Acquisition Rights.

(End of News Release)