

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
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Notice Concerning Change of Trade Name of Subsidiary

This is to provide notification that U-ACE COMPANY, LTD., a consolidated subsidiary of TOMY Company, Ltd., resolved at an extraordinary meeting of its shareholders held today to change its trade name as follows.

1. Outline of subsidiary

- (1) Current trade name: U-ACE COMPANY, LTD.
(2) Name and title of representative: Shiryo Okuaki, Chairman & CEO
Kiyoshi Ouchi, President
(3) Address of head office: 2-61-9 Nihonbashi-Hamacho, Chuo-ku, Tokyo
(4) Business domain: Wholesale of toys, life style products and cards, planning of toys and life style products, management of shops, and sale of toys and life style products at events
(5) Paid-in capital: 100 million yen

2. New trade name

TOMY MARKETING COMPANY, LTD.

3. Reason for trade name change

The trade name will be changed for the purpose of implementing radical business reforms intended to contribute to the TOMY Group's growth strategy, stimulating a sense of group unity, and achieving business expansion and an improvement in corporate value through reconstruction of the sales structure in Japan.

4. Date of trade name change

October 1, 2012