

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)
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Notice Concerning Organizational and Personnel Changes

This is to provide notification that TOMY Company, Ltd. (hereinafter “Tomy”) has resolved at its Board of Directors meeting held today to make the following organizational and personnel changes as of October 1, 2012.

1. Organizational changes

The organizational changes indicated below will be implemented in order to strengthen further an organizational structure in which sales growth is prioritized both in Japan and overseas. Tomy aims to achieve this by simultaneously carrying out business structure reform in terms of the two pillars of the “capability to create products” and the “capability to maximize sales of products” as current issues for achieving the targets of the medium-term business plan.

(1) Strengthening the region-based planning structure on a global level

In order to clarify the roles and responsibilities of operations in Japan and those in overseas regions and construct a speedy planning framework that has linkage with sales companies in all regions, the organization will be restructured as follows.

- a. The Japan business will be reorganized according to business category and efforts will be made to share targets for each category with sales companies in Japan.
- b. Overseas operations will be reorganized into US & Europe Business Strategy, Asia Business Strategy and the existing China Business Strategy. Development divisions will be established in each of these businesses, and efforts will be made to have them share targets with sales companies.

(2) Strengthening the new product planning structure

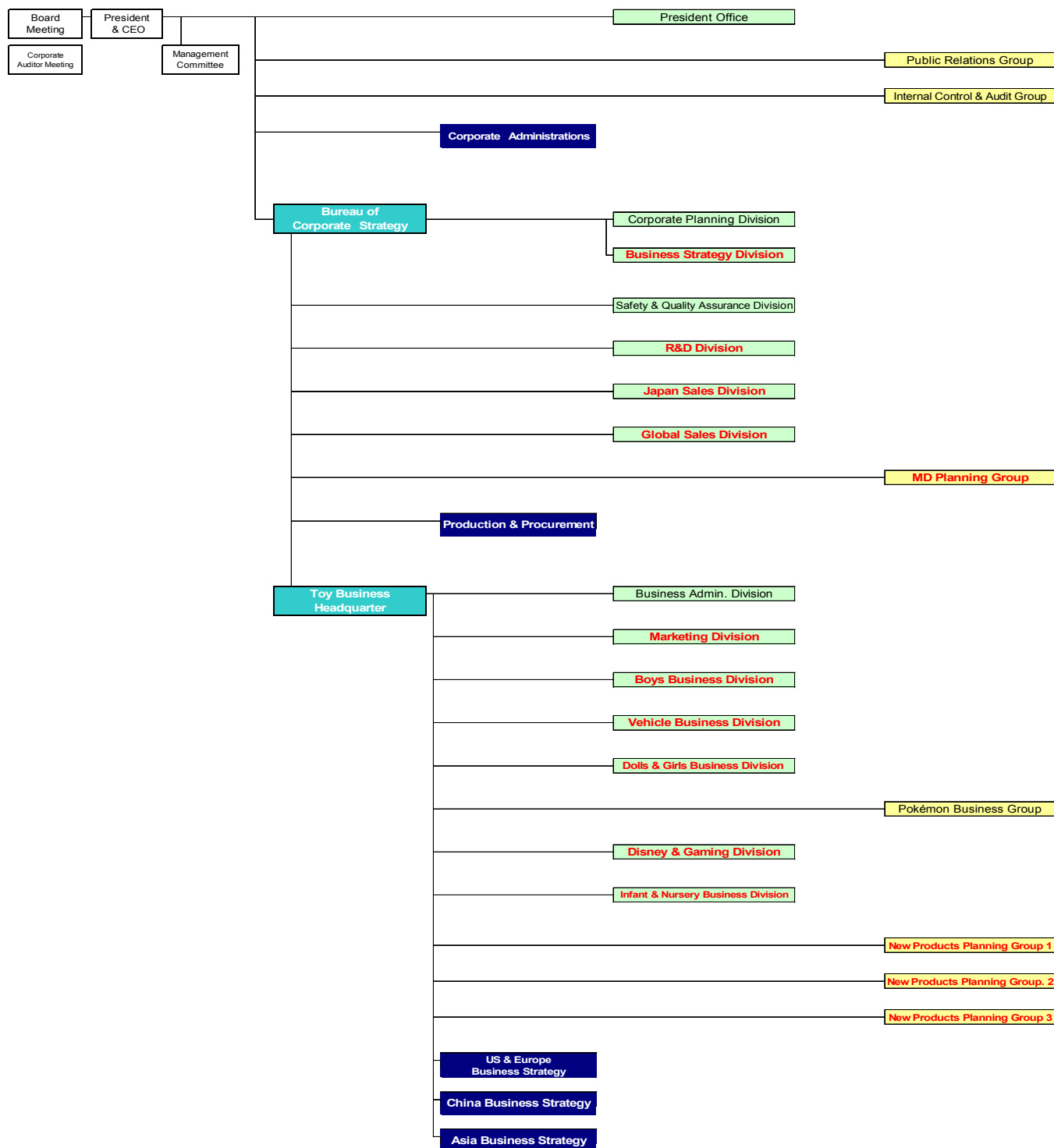
In order to invigorate the creation of new plans, three new planning divisions will be established through the integration and reorganization of existing divisions, thus strengthening the structure.

(3) Strengthening of sales structure in Japan

In order to streamline business processes that are carried out both at the headquarters sales divisions and sales companies in Japan, and to strengthen a structure that promotes sales growth by unifying the sales

strategies and tactics of the headquarters with those of sales companies, sales functions in Japan will be integrated with the domestic sales company U-ACE COMPANY, LTD., and this will be transferred to TOMY MARKETING COMPANY, LTD., which will be newly established. The Sales Management Division at the headquarters will be in charge of group-wide item control and control of business division and Japanese sales company targets, and will have responsibility for each business in Japan.

- The organizational structure after the change (outline) will be as follows.



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

	<New position>	<Current position>
Osamu Mashimo	Senior Managing Director Chief Marketing Officer Head of Toy Business HQ	Senior Managing Director Chief Marketing Officer Head of Toy Business HQ Head of New Products Planning
Shigeki Yanagisawa	Senior Managing Director Chief Strategy Officer Head of Bureau of Corporate Strategy	Senior Managing Director Chief Strategy Officer Head of Bureau of Corporate Strategy Marketing, R&D, Global Sales &Marketing, Global Production & Procurement Safety & Quality Assurance
Toshiki Miura	Managing Director Chief Financial Officer	Managing Director Chief Financial Officer Head of Public relation
Isamu Takahashi	Managing Director Head of US & Europe Business Strategy Representative, TOMY International Group	Managing Director Representative, TOMY International Group
Kazuhiro Kojima	Managing Director Deputy Head, Bureau of Corporate Strategy Global Sales, MD Planning	Managing Director Deputy Head, Bureau of Corporate Strategy
Minoru Rikiishi	Board Director Senior Executive Officer Deputy Head, Bureau of Corporate Strategy Japan Sales, R&D	Board Director Senior Executive Officer Head of Japan &Asia Sales

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

	<New position>	<Current position>
Kenichi Kuroki	Senior Executive Officer Deputy Head, Toy Business HQ Head of China Business Strategy	Senior Executive Officer Head of China Business Strategy
Masaya Sawada	Senior Executive Officer Deputy Head, Toy Business HQ Deputy Head, US & Europe Business Strategy Head of Marketing Division	Senior Executive Officer Deputy Head, Toy Business HQ Head of Global Vehicle Business
Masayuki Nagatake	Senior Executive Officer US & Europe Business Strategy CSO, TOMY International	Senior Executive Officer Corporate Strategy
Masanori Mizunuma	Executive Officer Head of R&D Division	Executive Officer Head of R & D
Masaru Nakajima	Executive Officer Head of Global Sales Division	Executive Officer Head of Global Sales &Marketing
Kenichi Susa	Executive Officer Head of Business Admin. Division General Manager of Value Engineering Group	Executive Officer Head of Value Engineering Division
Tetsuya Ikeda	Executive Officer Head of Boys Business Division	Executive Officer Head of Global Boys Business
Shinji Sano	Executive Officer Head of Dolls & Girls Division	Executive Officer Head of Global Dolls & Girls Business
Satoshi Nakano	Executive Officer Head of Disney & Gaming Division	Executive Officer Head of Global Character Business
Hiroya kutsuzawa	Head of Corporate Planning Division	Head of Corporate Strategy
Masatoshi Ito	Head of Business Strategy Division	Head of Corporate Planning Division
Shigeyuki Kobayashi	Head of Japan Sales Division	Managing Director U-ACE COMPANY, LTD
Takeshi Maekawa	Deputy Head of Vehicle Business Division	General Manager of Licca Group
Kazuhiko Sugiyama	Head of Asia Business Strategy	Head of Marketing
Toshihiko Aoyagi	Deputy Head of Asia Business Strategy General Manager of Sales & Marketing Group	Deputy Head of Japan & Asia Sales

4. Changes in Representative and CEOs of group companies <as of Oct. 1, 2012>

	<New position>	<Current position>
Shiryo Okuaki	President TOMY MARKETING COMPANY, LTD	Chairman U-ACE COMPANY, LTD
Kiyoshi Ouchi	Executive Vice President TOMY MARKETING COMPANY, LTD	President U-ACE COMPANY, LTD