

(English Translation of the Japanese Press Release)

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To all related parties:

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**Notice Concerning Revision of Full-year Consolidated Earnings Forecasts and  
Differences Between Full-year Non-consolidated Earnings Forecasts and  
Actual Results for Previous Fiscal Year**

This is to provide notification that, in light of its recent earnings trends, TOMY Company, Ltd. (hereinafter “Tomy”) has revised its consolidated earnings forecasts for the current fiscal year ending March 31, 2013, that were announced on May 10, 2012.

Tomy also provides notification that the following differences are expected between its non-consolidated earnings forecasts for the current fiscal year ending March 31, 2013 and the actual results for the previous fiscal year. Details are as follows.

**1. Revision of consolidated earnings forecasts for the fiscal year ending March 31, 2013 (April 1, 2012 to March 31, 2013)**  
(millions of yen, except per-share data)

	Net sales	Operating income	Ordinary income	Net income	Net income per share (yen)
Previously announced forecast (A)	190,000	10,000	9,300	5,000	53.11
Revised forecast (B)	170,000	5,100	4,300	600	6.37
Change (B-A)	(20,000)	(4,900)	(5,000)	(4,400)	(46.74)
Rate of change (%)	(10.5%)	(49.0%)	(53.8%)	(88.0%)	(88.0%)
(Reference) Actual results for the fiscal year ended March 31, 2012	187,265	10,186	9,823	3,679	39.09

## 2. Differences between non-consolidated earnings forecasts for the fiscal year ending March 31, 2013 and actual results for previous fiscal year (April 1, 2012 to March 31, 2013)

(millions of yen, except per-share data)

	Net sales	Operating income	Ordinary income	Net income	Net income per share (yen)
Actual results for the fiscal year ended March 31, 2012 (A)	71,208	8,309	8,266	3,206	34.06
Forecast (B)	59,400	4,650	4,300	1,940	20.61
Change (B-A)	(11,808)	(3,659)	(3,966)	(1,266)	(13.45)
Rate of change (%)	(16.6%)	(44.0%)	(48.0%)	(39.5%)	(39.5%)

### 1. Reasons for the revision

#### (1) Full-year consolidated earnings forecasts

During the first six months of the fiscal year ending March 31, 2013, new product *BattroBorg 20* and the arcade machines *Pokémon Tretta* and *Pretty Rhythm*, which are operated by T-ARTS Company, Ltd., performed well. Net sales, however, were below initial forecast owing to sluggish sales of boys' hobby products, a downward trend in the trading card game market, and weak sales overseas, particularly in Europe, which is experiencing an economic downturn. Despite the presence of high-profile products such as *Furby* in the busiest shopping season around the turn of the year, the tough market climate is forecast to continue. As a result, net sales for the full year are also expected to fall short of initial forecast. With respect to profits, although we have been cutting back costs including fixed expenses, this is unlikely to fully offset a substantial drop in gross profits resulting from a decline in net sales. Consequently, operating income, ordinary income and net income are expected to be lower than previous forecasts.

There is no change to our forecast annual dividend of ¥14 per share (¥7 at the end of the second quarter and ¥7 at the end of the fiscal year).

#### (2) Non-consolidated earnings forecasts (differences with actual results for previous fiscal year)

Although sales of long-standing products such as *Tomica* and *Plarail* have been firm and new products including *BattroBorg 20* have proved popular, sales of boys' hobby products have been sluggish, there is a downward trend in the trading card game market, and export sales of *Transformers* and *Beyblade* are showing signs of slowing down. In light of these trends, the tough market climate is forecast to continue in the third quarter and after. Accordingly, net sales are forecast to be lower than actual results for the previous fiscal year. Although we have been cutting back costs including fixed expenses, profits are also expected to fall short of actual results for the previous fiscal year.

#### Note concerning forecasts of earnings etc.

The forecast values that Tomy presents in this material have been determined based on currently available information, which contains various uncertainties. Accordingly, there will be times when the actual results differ from the forecasted results because of the effect of future events.