

March 25, 2013

To all related parties:

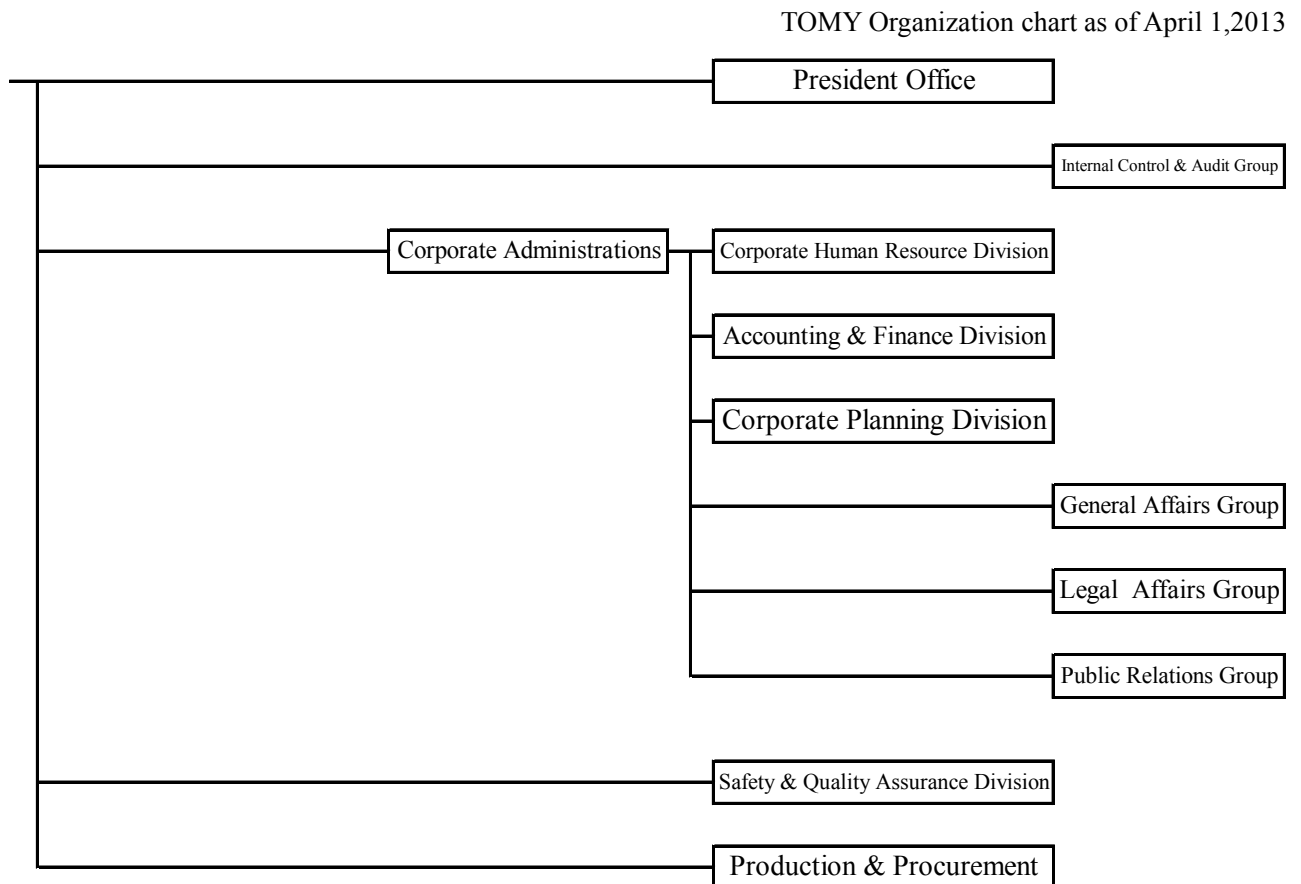
Name of the Company: TOMY Company, Ltd.  
Name of the Representative: Kantaro Tomiyama  
President & CEO  
(Code No. 7867; The First Section of the Tokyo Stock Exchange)  
Further Inquiries: Mitsuru Yoneyama  
Head of Corporate Administrations  
(TEL: 03-5654-1548)

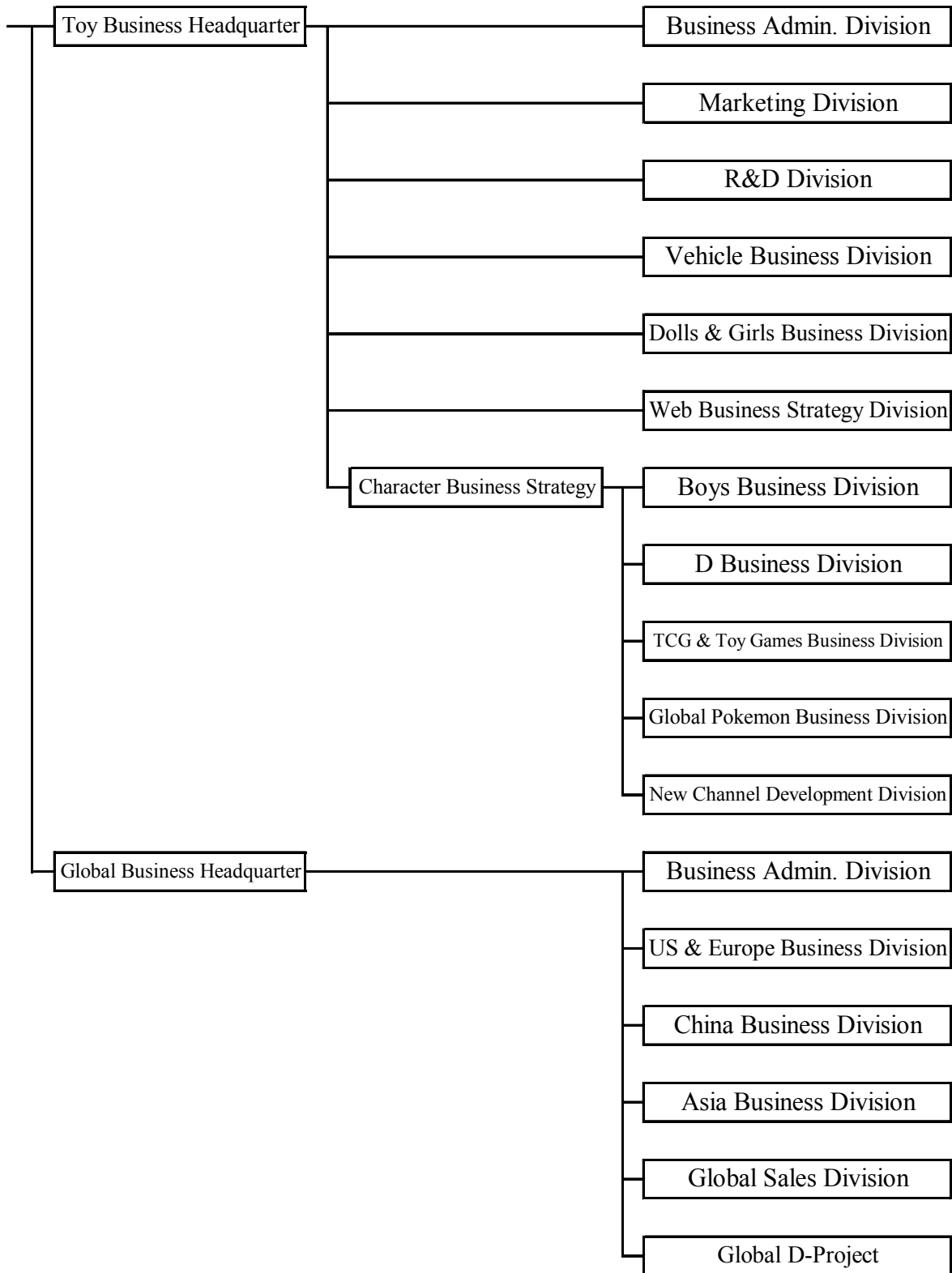
**Notice Concerning Organizational and Personnel Change**

This is to provide notification that TOMY Company, Ltd. resolved at its Board of Directors meeting held today to make the following organizational and personnel change as of April 1, 2013.

**1. Organizational changes**

New structure after the change is as illustrated as follows:





## 2. Changes in Board Directors' responsibilities <as of April 1, 2013>

	<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
Shigeki Yanagisawa	Senior Managing Director Chief Strategy Officer Head of Global Business Headquarter	Senior Managing Director Chief Strategy Officer Head of Bureau of Corporate Strategy
Toshiki Miura	Managing Director Chief Financial Officer	Managing Director Chief Financial Officer
Isamu Takahashi	Managing Director Head of US & Europe Business Division	Managing Director Head of US & Europe Business Strategy Representative, TOMY International Group
Kazuhiro Kojima	Managing Director Deputy Head, Corporate Administrations	Managing Director Deputy Head, Bureau of Corporate Strategy Global Sales, MD Planning
Minoru Rikiishi	Board Director Senior Executive Officer Deputy Head, Toy Business HQ Head of Marketing Division	Board Director Senior Executive Officer Deputy Head, Bureau of Corporate Strategy Japan Sales, R&D

## 2. Retirement of Board Director <as of March 31, 2013>

	< Current position >
Curts W. Stoelting	Board Director CEO of TOMY Holdings Inc.

## 3. Personnel changes (Senior General Manager and above) <as of April 1,2013>

	< New position>	< Current position >
Kenichi Kuroki	Senior Executive Officer Head of China Business Division	Senior Executive Officer Deputy Head, Toy Business HQ Head of China Business Strategy
Masaya Sawada	Senior Executive Officer Deputy Head, Toy Business HQ Deputy Head, US & Europe Business Division Head of Global D-Project	Senior Executive Officer Deputy Head, Toy Business HQ Deputy Head, US & Europe Business Strategy Head of Marketing Division
Masayuki Nagatake	Senior Executive Officer US & Europe Business Division CSO, TOMY International	Senior Executive Officer US & Europe Business Strategy CSO, TOMY International
Takashi Konosu	Senior Executive Officer Head of Character Business Strategy President of T-ARTS	President of T-ARTS (subsidiary company)

Masanori Mizunuma	Executive Officer Head of R&D Division	Executive Officer Head of R&D Division
Masaru Nakajima	Executive Officer Head of Global Sales Division	Executive Officer Head of Global Sales Division
Yoshikazu Abe	Executive Officer Head of Production & Procurement Head of Global Pokemon Business Division US & Europe Business Strategy	Executive Officer Head of Production & Procurement
Kenichi Susa	Executive Officer Head of Toy Business Headquarter Business Admin. Division	Executive Officer Head of Business Admin. Division
Tetsuya Ikeda	Executive Officer Head of Boys Business Division	Executive Officer Head of Boys Business Division
Shinji Sano	Executive Officer Head of Dolls & Girls Division Head of Web Business Strategy Division	Executive Officer Head of Dolls & Girls Division
Satoshi Nakano	Executive Officer Head of TCG & Toy Games Business Division	Executive Officer Head of Disney & Gaming Division
Shigeyuki Kobayashi	Head of New Channel Development Division	Head of Japan Sales Division
Kazuhiko Sugiyama	Head of Asia Business Division	Head of Asia Business Strategy
Toshio Hasegawa	Head of D Business Division	Head of Infant & Nursery Division
Satoshi Kumata	Head of Global Business Headquarter Business Admin. Division	Deputy Head, Business Admin. Division
Takeshi Maekawa	Deputy Head of Vehicle Business Division	Deputy Head of Vehicle Business Division
Mitsuru Yoneyama	Head of Accounting & Finance Division	Head of Corporate Administrations
Hiroya kutsuzawa	Head of Corporate Planning Division	Head of Corporate Planning Division Project leader of Corporate Strategy