

September 27, 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: Kazuhiro Kojima  
Board Director  
Senior Executive Officer &  
Head of Corporate Administration  
(TEL: 03-5654-1548)

### **Notice Concerning Personnel Changes**

This is to provide notification that TOMY Company, Ltd. has resolved to make the following personnel changes.

#### **1. Personal changes (Executive Officers) <as of September 27, 2013>**

	<b>&lt;New position&gt;</b>	<b>&lt;Current position&gt;</b>
Takashi Konosu	Senior Executive Officer Deputy Head of Toy Business HQ	Senior Executive Officer Head of Character Business Strategy
Masaya Sawada	Executive Officer Head of US & Europe Business Division	Executive Officer Deputy Head of US & Europe Business Division

For details, please refer to the press release available at the following URL;  
<http://www.takaratomy.co.jp/release/pdf/i130927.pdf>

End of notice