

(English Translation of the Japanese Press Release)

May 26, 2014

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
Chief Financial Officer
(TEL: 03-5654-1548)

Notice of Change Concerning Representative Director

This is to provide notification that TOMY Company, Ltd. made the following internal management decision at its Board of Directors meeting held on May 26, 2014 to add an additional Representative Director position.

This change must be submitted for approval at the 63rd General Shareholder's Meeting to be held on June 26, 2014 before it can become an official decision.

1. Reason for change

To facilitate the deployment of the new Medium-Term Plan under a new corporate management team.

2. Name and title of additional Representative Director

<New appointment>

Name: Harold George Meij

New title: Representative Director & Chief Operating Officer, Head of Global Business HQ

3. Career Summary of New Representative Director

Date of Birth	Career Summary	Number of Shares Held (thousand shares)
December 4, 1963	January 1987: Heineken Japan / Assistant General Manager April 1990: Unilever Japan K.K. / Assistant Brand Manager April 2000: Sunstar Inc. / Managing Director, Executive Officer, Oral Care Division September 2006: Coca-Cola Japan Co., Ltd. / Senior Vice President, Head of Brand Marketing November 2008: Coca-Cola Japan Co., Ltd. / Senior Vice President, Chief Customer Officer March 2014: TOMY Company, Ltd. / Senior Advisor April 2014: TOMY Company, Ltd. / Chief Operating Officer, Head of Global Business HQ (incumbent)	0

4. Scheduled date of assumption of office

June 26, 2014

The original press release in Japanese is available at the following URL:
http://www.takaratomy.co.jp/release/pdf/i140526_01.pdf

End of notice