

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 Concerning Organizational and Personnel Changes

This is to provide notification that TOMY Company, Ltd. (hereinafter “TOMY”) has resolved to make the following organizational and personnel changes as of October 1, 2014.

1. Background of Organizational and Personnel Changes

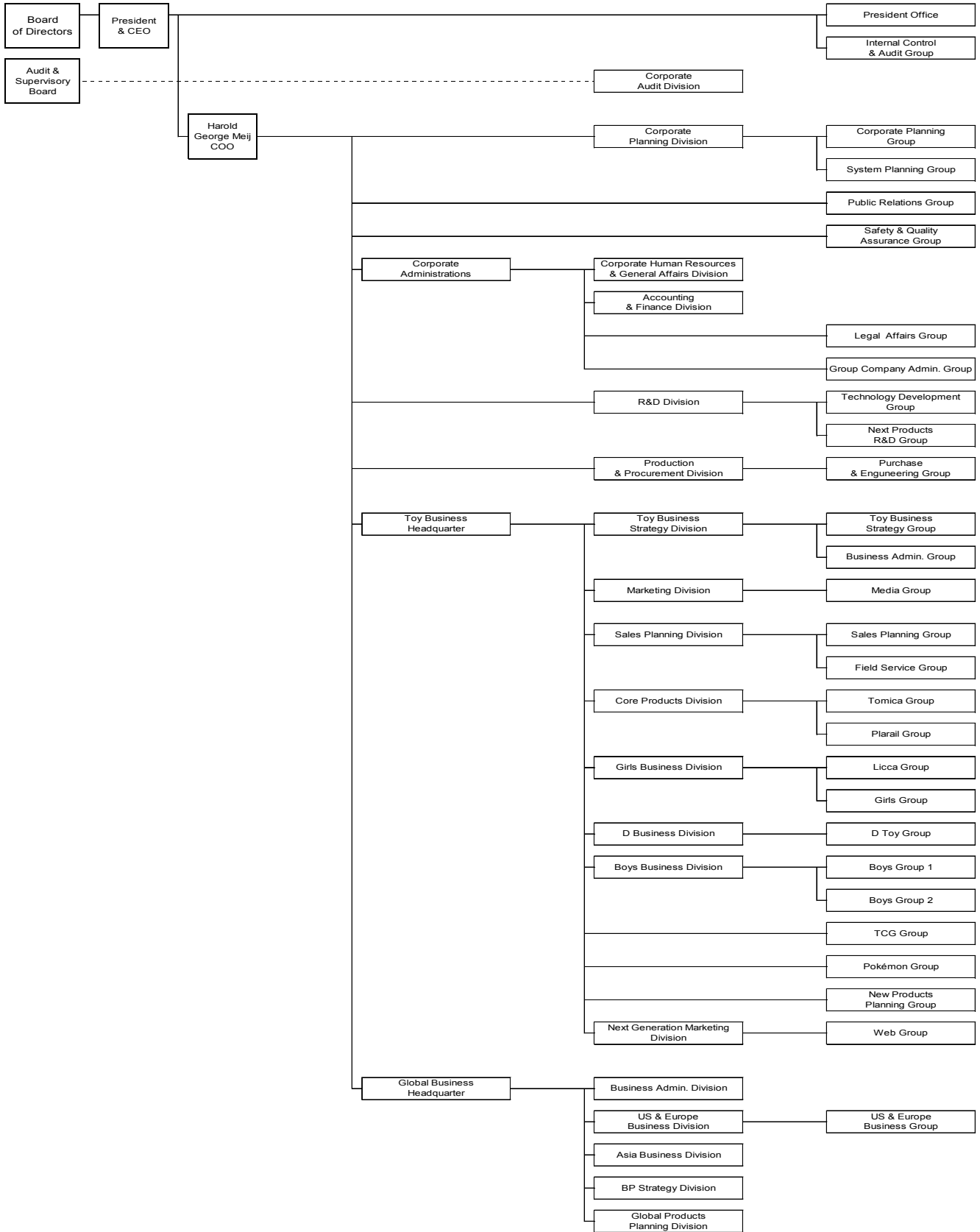
TOMY, which will celebrate its 90th anniversary in this fiscal year, announced the New Medium Term Management Plan in May in order to take the challenge for a major change with keeping the Founding Philosophy in mind. The following three reforms are in the New Medium Term Management Plan; “Revolution of mind”, “Product revolution” and “Structural revolution of business”. This Organizational and Personnel Change is the reform of the head office organization for expeditious execution of operation, which is one of the key measures to implement “Structural revolution of business” of the New Medium Term Management Plan.

In this organizational change, the numbers of functional divisions are reorganized and unified from current 62 to 50 divisions. This flattening of corporate structures is for encouraging swift decision-making and effective operations.

2. Organizational changes

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

TOMY Organization Chart as of October 1, 2014



3. Personal changes (Executive Officers and above) <as of October 1, 2014>

	<New position>	<Current position>
Osamu Mashimo	Executive Managing Officer Head of R&D Division	Executive Managing Officer
Masaya Sawada	Executive Officer Deputy Head of Global Business HQ	Executive Officer Head of US & Europe Business Division
Hiroya Kutsuzawa	Executive Officer Head of Corporate Planning Division	Head of Corporate Planning Division
Yoshikazu Abe	Executive Officer Head of Production & Procurement Division	Head of Production & Procurement Division
Satoshi Nakano	Executive Officer Deputy Head of Toy Business HQ	Head of TCG & Boys Business Division
Shigeki Yanagisawa	Senior Advisor	Executive Managing Officer Deputy Head of Global Business HQ
Isamu Takahashi	Senior Advisor	Executive Managing Officer Deputy Head of Global Business HQ

End of notice