(English Translation of the Japanese Press Release)

September 19, 2012

To all related parties:

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Notice Concerning Revision of Earnings Forecasts

This is to provide notification that, in light of its recent earnings trends, TOMY Company, Ltd. (hereinafter "Tomy") has revised its earnings forecasts that were announced on May 10, 2012.

Revision of consolidated earnings forecasts for the first six months of the fiscal year ending March 31, 2013 (April 1, 2012 to September 30, 2012)

(millions of yen, except per-share data)

	Net sales	Operating income	Ordinary income	Net income	Net income per share (yen)
Previously announced forecast (A)	87,000	3,000	2,600	1,200	12.75
Revised forecast (B)	81,000	650	250	(900)	
Change (B－A)	(6,000)	(2,350)	(2,350)	(2,100)	
Rate of change (%)	(6.9)	(78.3)	(90.4)	―	―
(Reference) Actual results for the six months of the fiscal year ended March 31, 2012	89,294	5,060	4,460	2,327	24.73

Reasons for the revision

1. First six months of the fiscal year ending March 31, 2013

Conditions remain difficult in the domestic toy market due to a lackluster summer holiday selling season and a sharp contraction in the trading card market segment.

Sales of mainstay product ranges such as *Tomica* and *Plarail* were solid. Other key products also proved popular, such as the *Pretty Rhythm* arcade machine for girls, *Pokemon TRETTA,* and new products launched in the second quarter such as a next-generation battle hobby game called *BattroBorg 20* and *Licca-chan Kurukuru Kaitenzushi,* a revolving sushi shop product in the *Licca Dolls* range. However, we now expect overall sales to be lower than our previous forecast. This outlook reflects the impact of weakening sales in the *Transformers* and *Beyblade* ranges, which enjoyed a boom in demand overseas and in Japan until the previous fiscal year, and weak sales in our overseas business, in which we acquired the TOMY International Group (TI Group) in the previous fiscal year and are integrating the TI Group's operations with our existing overseas operations. It will take more time to build an optimal sales management system and the TI Group faced particularly difficult economic conditions in Europe.

Gross profits have dropped sharply owing to the decline in sales, and in response we are cutting selling, general and administrative expenses. However, this is unlikely to fully offset the drop in gross profits partly due to the need to maintain investment levels to support future growth. As a result, we now forecast that operating income, ordinary income and net income will be lower than our previous estimates.

2. Earnings forecasts for the fiscal year ending March 31, 2013

We have started implementing a number of initiatives to improve earnings, such as launching additional new products, rebuilding our sales network and cutting back fixed expenses. We will promptly announce the revision of full-year earnings forecasts if a revision is needed depending on our outlook for the main Christmas selling season and the impact and progress of our initiatives to improve earnings.

3. Cash dividends

At the moment, our interim and full-year dividend forecasts are unchanged.

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.