(English Translation of the Japanese Press Release)

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 Administration (TEL: 03-5654-1548)

## Notice of Call for Voluntary Retirement

This is to provide notification that, TOMY Company, Ltd. has decided to put out a call for voluntary retirement at an extraordinary board meeting held on January 7<sup>th</sup>, 2013, and the outline of the voluntary retirement is as below.

1. Backgrounds to call for voluntary retirement

TOMY is currently engaged in reducing manufacturering cost, cutting selling and general administrative expenses and reorganizing group companies to improve our competitiveness and earnings structure. In addition to this, the board approved to implement further drastic business structure reengineering in the main business domain of Japanese toy distribution to cope with the changes of business environment for next fiscal year and future, that is, to call for voluntary retirement to reallocate and adjust workforces within group companies to an appropriate level as a part of this reform.

2. Outline of voluntary retirement

- (1) Applied companies : TOMY Company, Ltd. and TOMY consolidated subsidiaries in Japan (TOMY MARKETING COMPANY,LTD., Tomy Logistics Co.,Ltd., T2 ENGINEERING CO.,LTD. and TOMY BUSINESS SERVICE\*)
  \*Abbreviated name of the company
- (2) Number of personnel applied : approx. 150 personnel
- (3) Application period : from February 12, 2013 to March 1, 2013(scheduled)
- (4) Retirement date : March 20, 2013(scheduled)
- (5)Benefits : The special incentive will be added to their normal retirement payment. In addition, re-employment assistance will be provided through outside agencies for those who request it.

TOMY will determine the detail in consultation with the company labor union.

3. Future outlook

In association with this reform, TOMY will be included an extraordinary loss with the payment of additional special retirement benefits and other outlays in the financial results forecast for the year ending March 31, 2013. Given the result of a consultation labor union and status of this application, the impact on business will be announced immediately when it is fixed.