

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 & CFO
Head of Corporate Administrations
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**Notice Concerning Issuance of Stock Options (Subscription Rights to Shares) to
Directors, etc. of Overseas Subsidiaries**

This is to provide notification that TOMY Company, Ltd. (hereinafter “Tomy”) resolved at a meeting of the Board of Directors, held on August 8, 2013, to decide the subscription requirements for subscription rights to shares as stock options and solicit persons to subscribe to the subscription rights to shares, among other matters, based on the entrustment from the General Meeting of Shareholders of Tomy held on June 26, 2013.

I. Reason for the Necessity to Solicit Persons to Subscribe to the Subscription Rights to Shares with Particularly Advantageous Conditions

Tomy shall issue subscription rights to shares, without contribution, to Directors, etc. of Tomy’s foreign subsidiaries to further promote the motivation to contribute to the improvement of consolidated earnings and a management that gives serious consideration to shareholders.

II. Terms and Conditions of Issuance of Subscription Rights to Shares

1. Name of Subscription Rights to Shares:

Ninth Series Stock Option of TOMY Company, Ltd.

2. Total Number of Subscription Rights to Shares: 2,500 units

The above number is the number scheduled to be allotted. If the total number of subscription rights to shares to be allotted is decreased, such as in the case where no subscription rights to shares has been subscribed for, the total number of subscription rights to shares to be allotted shall be the total number of subscription rights to shares to be issued.

3. Class and Number of Shares to be Issued upon Exercise of Subscription Rights to Shares

The class of shares to be issued upon exercise of subscription rights to shares shall be common stock of Tomy, and the number of shares to be issued upon exercise of each subscription right to shares (the “Number of Granted Shares”) shall be 100 shares.

However, the Number of Granted Shares shall be adjusted by the following formula if Tomy conducts a share split (including allotment of shares of common stock of Tomy without contribution) or a share consolidation of its common stock after the date for the allotment of subscription rights to shares (the “Allotment Date”).

$$\begin{array}{l} \text{Number of Granted Shares} \\ \text{after adjustment} \end{array} = \begin{array}{l} \text{Number of Granted Shares} \\ \text{before adjustment} \end{array} \times \text{Share split/consolidation ratio}$$

In addition to the above, following the Allotment Date, in cases where it is appropriate to adjust the Number of Granted Shares, Tomy may adjust the Number of Granted Shares within a reasonable extent.

Any fraction less than one share resulting from the above adjustment shall be rounded down.

When adjusting the Number of Granted Shares, Tomy shall notify to each holder of subscription rights to shares described in the subscription rights to shares registry or give a public notice of necessary matters by the date immediately preceding the application date of the Number of Granted Shares after adjustment; provided that, if Tomy is unable to notify them or give a public notice by the date immediately preceding the application date, it shall notify them or give a public notice promptly thereafter.

For details, please refer to the press release available at the following URL:

http://www.takaratomy.co.jp/release/pdf/i130808_3.pdf