(English Translation of the Japanese Press Release)

September 16, 2014

To all related parties:

Name of the Company:TOMY Company, Ltd.Name of the Representative:Kantaro Tomiyama<br/>President & CEO(Code No. 7867; The First Section of the Tokyo Stock Exchange)Kazuhiro Kojima<br/>Board Director<br/>Senior Executive Officer<br/>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 90<sup>th</sup> 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.

President Office Board of Directors President & CEO Internal Control & Audit Group Audit & Supervisory Board Corporate Audit Divisior Harold eorge Me COO Corporate Planning Division Corporate Planning Group System Planning Group Public Relations Group Safety & Quality Corporate Administratio Corporate Human Resources & General Affairs Division Accounting & Finance Division Legal Affairs Group Group Company Admin. Group ology Development Group R&D Division Next Products R&D Group Production & Procurement Division Purchase & Enguneering Group Toy Business Headquarter Toy Business Strategy Divisior Toy Business Strategy Group Business Admin. Group Marketing Division Media Group Sales Planning Division Sales Planning Group Field Service Group Core Products Division Tomica Group Plarail Group Girls Business Division Licca Group Girls Group D Business Division D Toy Group Boys Business Division Boys Group 1 Boys Group 2 TCG Group Pokémon Group New Products Planning Group n Marketing Next Ge neratio Divisi Web Group Global Business Headquarter Business Admin. Division US & Europe Business Division US & Europe Business Group Asia Business Division BP Strategy Division Global Products Planning Division

TOMY Organization Chart as of October 1, 2014

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

	<new position=""></new>	<current position=""></current>
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