



With U.S. headquarters in Santa Ana, California, Tomy Corporation is one of the worlds' oldest and most endearing toy companies. For more than eight decades, Tomy has developed and manufactured a broad portfolio of exciting and educational toys, games and video games for toddlers, preschoolers and children. Known for its innovation, quality and safety, Tomy's mission is to produce toys and merchandise that entertain and inspire children and adults.

Founded in 1924 by Eichiro Tomiyama in Tokyo, Japan, Tomy has a long and rich history of producing a multitude of popular products widely recognized across the globe. Recipient of myriad awards for excellence, milestone achievements include the introduction of the first large scale toy export from Japan into the U.S., the *B29 Airplane* in 1951. Tomy also created one of the world's first battery operated toys in 1956 (*Bubble Blowing Elephant*) and it became a pioneer of plastic toys in 1959 when it debuted the *Plastic Locomotive Rail Set*, forerunner of the popular *Thomas & Friends* series.

In 1965 Tomy introduced a sophisticated vertical-type voice mechanism which led to the worldwide production of talking dolls and telephones, then pushed die-cast technology to the forefront with its creation of *Tomica* miniature cars along with their realistic proportions and details in 1970. *Pop-Up Pirates* became Tomy's preeminent action game in 1975. For the next two decades, Tomy Corporation in the U.S. focused on its ever-popular Preschool brand of toys, bath toys and games including classics like Push 'N Go vehicles, Hide 'N Squeak eggs and Wacky Sticks.

Tomy introduced the venerable *Thomas & Friends* line of family-friendly trains and characters throughout the early 2000's and followed in 2002 with *MicroPets*. *MicroPets* were awarded the Guinness World Record for the smallest sound-activated self-powered toy and went on to sell well over five million pieces in the first six months and topped many Holiday "Hot Toy" lists. In 2006 Tomy's *Naruto* video game series was a runaway hit, becoming one of the top selling games for the Nintendo GameCube™.

Already boasting an impressive resume of worldwide achievement, in March of 2006, Tomy (Japan's third largest toy company) and Takara (Japan's second largest toy company) merged creating a new global force in toys, children's merchandise and entertainment. The new company is called Tomy Company, Ltd., but in Japan uses the combined name, TAKARATOMY. Tomy's global president and CEO is Kantaro Tomiyama, grandson of Eichiro, while its executive vice president is Keita Satoh, son of Takara founder Yasuta Satoh.

Heading into 2007, Tomy debuts an extensive range of reinvigorated fun, educational and quality products for toddlers, preschoolers and children; manufactured under its own brand names and through licensing partners. Building upon the success of in-house Preschool brands such as *Push 'N Go* and *Big Loader*, Tomy adds the exciting *Animal Crossing® Wild World*, a wild and wacky collection of characters and villages based on the ever-popular Nintendo video game.

In North America, Masaru Tomiyama is president of TOMY Corporation while Mark Shinohara serves as executive vice president. More information is available at www.tomy.com.