

**TOMY'S MUCH ANTICIPATED HUMANOID ROBOT, I-SOBOT, ARRIVES IN U.S.,
MAKES FORMAL DEBUT ONLINE AT 1:00 PM PACIFIC TIME ON TUES., OCTOBER 30**

*Online & traditional press conferences introduce revolutionary award-winning
robot for holiday '07: www.tomy-usa.com/mediaroom, password isobot*

CYBER-SPACE & IRVINE, Calif. – TOMY Corporation's revolutionary and award-winning i-SOBOT humanoid robot marks its official U.S. debut at 1:00 pm Pacific Time on Tuesday, October 30 during concurrent online (www.tomy-usa.com/mediaroom, password isobot) and brick-and-mortar press conferences. Standing 6.5 inches in height, the fully articulating and bipedal i-SOBOT is set to revolutionize the toy and hobby marketplace when it debuts on retail shelves including Sharper Image and Neiman Marcus in mid November for a suggested retail price of \$350.

Expected to be a top-seller this holiday season, i-SOBOT is endowed with 17 custom developed servomotors, 19 integrated circuit chips, a built in gyro-sensor, 2 LEDs, voice command recognition and can speak and perform hundreds of words, phrases and preprogrammed actions, over 90 kinds of sound effect and play five songs. Movements feature walking, dancing, martial arts, pushups, soccer and many more.

For all of its advanced functionality, i-SOBOT is easy and enjoyable to use. It comes with four basic operating modes all of which take advantage of true bipedal walking action and intricate eight-directional movement, and showcase his fun and engaging personality. The package includes an infrared remote control, three Sanyo Eneloop "AAA" NiMH rechargeable batteries and a charger.

i-SOBOT is listed in the prestigious Guinness World Records™ as "the smallest humanoid robot in production." "We are very pleased to have i-SOBOT recognized by Guinness World Records" said TOMY President Kaz Sugiyama. "Although small in stature, i-SOBOT is loaded with features typically reserved for high priced (assembly) kits. TOMY designers have ensured that all consumers can now enjoy this innovative robot right out of the box."

The online press conference begins promptly at 1:00 p.m PST. For those media wishing to attend in-person, the i-SOBOT press conference will take place at The Buddy Group corporate headquarters located at 7 Studebaker in Irvine (12:30 check-in). Media will get an exclusive viewing of i-SOBOT's very first interview, plus the opportunity to ask robo-questions. All press conference attendees receive one-of-a-kind i-SOBOT swag, food and refreshments.

Consumers can track i-SOBOT's journey to the U.S. at www.myspace.com/isobot and www.isobotrobot.com.

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