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**LEARNING SYSTEM FROM GXB INTERACTIVE AND TOMY
DELIVERS STATE & NATIONAL EDUCATION STANDARDS TO
GAME BOY ADVANCE AND NINTENDO DS**

CLAREMONT, Calif. – Nov. 7, 2007 – Improving your child’s mathematics and language skills will soon be as easy as turning on a Game Boy® Advance or Nintendo DS™. GXB Interactive and TOMY Corporation announced today that they will release the first-ever line of educational games designed exclusively for the Game Boy® Advance and Nintendo DS™ as part of a comprehensive learning system designed by teachers for use both in schools and at home. The GXB Learning Series combines content based on U.S. State and National Education standards, the fun and portability of the Game Boy and DS and a web based support system of materials, providing kids the opportunity to learn and play anywhere. The first GXB Learning Series products for 1st through 4th grade will be available just in time for the holidays from <http://www.gxbi.com> with additional products for older kids and adults to follow in 2008.

“It’s amazing the reaction we have seen in classrooms when we brought in Game Boys and the GXB Learning Series software. You see the kids’ eyes light up and they beg the teacher to practice their mathematics skills or add to their reading ability by using the software,” said Surya Jayaweera, chief executive officer, GXB Interactive. “Anytime you can captivate kids and motivate kids to learn you are making a difference, and we truly believe that our educational software and the comprehensive learning system will prove to be a revolutionary educational tool in both schools and at home.”

“Nintendo handheld platforms are the most popular video game systems in North America, but there are no educational games based on U.S. State and National Education standards that work with both the Game Boy and DS,” said Laura Yoshioka, director, Consumer Software, TOMY Corporation. “We see this as an excellent opportunity to bring quality educational software to a device kids already use regularly to help parents and teachers improve learning in mathematics and language arts.”

The initial releases in the GXB Learning Series include *Math Patrol™: The Kleptoid Threat* and *Word Safari™: The Friendship Totems* designed for 1st and 2nd graders and *Math Patrol™: The Venus Virus* for 3rd and 4th graders. Each product includes Web based support from GXB Interactive (<http://www.gxbi.com>) that integrates website progress tracking, corresponding worksheets, fun pages, pre-tests, post-tests and rewards such as certificates of achievement so parents and teachers can easily view and reward players progress.

About GXB Interactive

Located in Claremont, California, GXB Interactive is focused on developing and publishing fun and entertaining gaming titles for the Nintendo Game Boy® systems and Nintendo DS™, which provide measurable, curriculum-based learning value to its players. For additional information on GXB Interactive and its products, visit the website <http://www.gxbi.com>.

About TOMY Corporation

With U.S. headquarters in Santa Ana, California, TOMY Corporation is one of the worlds' oldest and most endearing toy companies. Known for its innovation, quality and safety, TOMY's mission is to produce toys, videogames and merchandise for North America that entertain and inspire children and adults. The Consumer Software Division currently publishes for the Nintendo GameCube™, Game Boy® Advance, Nintendo DS™ and Wii™. TOMY Corporation is a subsidiary of Japan-based TOMY Company, Ltd. (aka TAKARATOMY in Japan). More information is available at www.TOMY-USA.com.

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