



## **FOR IMMEDIATE RELEASE**

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## **FIND THE SOLUTION TO THE PUZZLE...AND YOUR FINANCES TOMY TO AWARD \$2 MILLION TO FIRST PERSON TO COMPLETE ETERNITY II**

*Eternity II launches at retail in the U.S. offering largest prize payout ever*

**SANTA ANA, CA (October 8, 2007)** – In a stunning and unprecedented move, TOMY Corporation, one of the world's leading toy and game companies is offering one lucky individual a chance to win an astonishing \$2 million. All one has to do is successfully complete its new Eternity II 256-piece puzzle. In the United States, Eternity II is available exclusively at [toysrus.com](http://toysrus.com) and at select Toys "R" Us retail stores.

"Never before has a game been available to consumers in the U.S. that offers such a significant prize proposition to its players," said Kaz Sugiyama, President of the TOMY Corporation U.S. "Both the TOMY Corporation and Toys "R" Us, our exclusive retail partner, anticipate huge excitement around this game as people from across the country will rush to become the first to successfully solve Eternity II and become an instant millionaire twice over."

Eternity II is a geometric puzzle solved by placing its 256 square pieces into a 16"x16" grid. The pieces are bordered by colored patterns, each of which must be correctly aligned with its neighboring side to correctly fit into place. Unlike most puzzles, which only have one correct way of completing the final solution, there are thousands of ways Eternity II can be solved to win the \$2 million prize.

Eternity II was developed by the original inventor of Eternity I, the well-known British publisher and former policy advisor to Margaret Thatcher, Lord Christopher Monckton. Eternity I was launched in Europe in 1999 and sold more than 500,000 puzzles worldwide. A Cambridge student successfully solved the puzzle in 18 months and was awarded the UK£1 million prize.

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"Based upon our experience with Eternity I, anyone of any age or academic ability could solve Eternity II – from a 10 year-old to a 90 year-old grandmother," predicts Lord Monckton. "And with a \$2 million incentive to correctly solve this fascinating puzzle, it is sure to create fervor among people of all ages, genders and nationalities."

Along with the main puzzle, a 72-piece and 36-piece clue puzzle will be available to aid in finding the solution to Eternity II. Solving the clue puzzles will reveal locations of key pieces in the main puzzle to help players increase their chances of submitting the winning solution and winning the \$2 million. No prize money is available for the completion of the clue puzzles.

Contestants may submit their possible solutions to the puzzle by registered mail. All submissions will be time-stamped and sealed inside a safe until the first scrutiny date of Dec. 31, 2008. If no correct solutions are opened, submissions for the following year would be kept until December 31, 2009, and lastly 2010. The first correct solution will win the prize of US\$2,000,000.

"For more than 80 years, TOMY has developed and marketed some of the world's coolest toys and games," notes Sugiyama. "In keeping with this tradition of innovation, we are proud to introduce such a fascinating and appealing situational puzzle to the U.S. marketplace, while also offering a substantial prize to the first person to successfully solve Eternity II. We expect the puzzle to have wide appeal to boys, girls, men and women of all ages and academic levels" he adds.

Eternity II will retail for \$49.99 exclusively at [www.toysrus.com](http://www.toysrus.com) beginning July 28 and select Toys "R" Us retail stores by mid-August. Both the 72-and 36-piece clue puzzles will also be available for \$29.99 and \$14.99 respectively.

For official game rules, news, submission information and to demo the puzzle, visit [www.eternityii.com](http://www.eternityii.com).

#### About TOMY Corporation

With U.S. headquarters in Santa Ana, CA, TOMY Corporation is one of the worlds' leading toy companies. For more than eight decades, TOMY has developed and manufactured a broad range 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. TOMY Corporation is a subsidiary of Japan-based TOMY Company, Ltd. (aka TAKARATOMY in Japan). More information is available at [www.tomy-usa.com](http://www.tomy-usa.com).

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