



TOMY DEBUTS ENVIRONMENTALLY SAFE & BABY-FRIENDLY “ECO ANGELS™” TOYS

SANTA ANA, Calif. – TOMY Corporation’s Eco Angels™ brand introduces a revolutionary line of eco-conscious toys utilizing biomass materials, a safe and responsible alternative to traditional plastics. Friendly for the earth and babies, the Eco Angels line will be available at specialty retailers this Fall. More information is available at www.tomy-usa.com.

Eco Angels let moms nurture, naturally. Derived from renewable substances that are phthalate-free, Eco Angels also help save the earth from everyday pollutants and toxins. By using organic material in their production, Eco Angels let parents show their care and attention for infants while demonstrating concern for the environment. An added benefit is the functionality of the products, which greatly aid a child’s development.

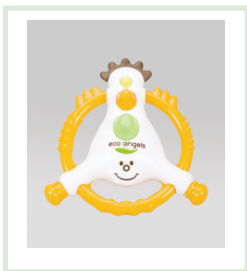
“Moms know what’s best for their babies,” said TOMY’s Sandra Leo. “So, when searching for new manufacturing materials, TOMY turned to Mother Earth.”

Eco Angels’ products are made from plant-based polylactide (PLA) in combination with the more traditional ABS plastic, a process that reduces harmful CO2 emissions. Reaffirming their commitment to be the most trusted name in toys, TOMY’s colorful and instructional packaging is made from recycled paper and printed with soy ink, which also reduces pollution and landfill waste.

TOMY’s debut of Eco Angels underscores a comprehensive environmental strategy within the iconic brand. The company continues to research the latest technology and materials and is devoting substantial resources to furthering eco-friendly technology. Beginning with play toys, TOMY’s Eco Angels line will quickly expand beyond infant toys to other age groups and categories.

“Eco Angels furthers TOMY’s dramatic expansion into new and innovative categories,” said TOMY Corporation President Kaz Sugiyama. “By manufacturing sustainable products made from safe and renewable resources, we reaffirm TOMY’s mission to be the most trusted name in toys.”

Product samples and photographs are available upon request.



Grip N Grasp

Attract baby’s attention by shaking the rattle, encouraging baby to grasp and to develop hand-eye coordination and encourage social play. Textures develop tactile differentiation and aid teething.

Release Date: Fall Ages: 0+months



Turn N Twist

Sounds are made by twisting the six jointed sections, developing fine motor control skills and hand-eye coordination. A turn or twist creates a sound and also changes the appearance.

Release Date: Fall Ages: 9+months



Pick N Pull

Contrasting textures and colored beads encourage grip, and develop and enhance motor skills and hand eye coordination. The squeak and various tension noises of the beads enhance baby's active listening skills.

Release Date: Fall Ages: 8+months



Spin N Grin

The perfect solution to a child's fascination with motion, color and touch, this sensational spinning toy gives your child the opportunity to begin learning the art of balancing. With the baby safe mirror on the bottom, your child will see themselves as they are spinning the toys body, ears, head and feet.

Release Date: Fall Ages: 10+months



Starbright Light Show

A star shaped dream show that projects magical, dream-time characters, stars and moons onto the ceiling. Starbright plays three soothing lullabies to gently send baby to sleep. It attaches to crib or can be free-standing.

Release Date: Fall Ages: 0+months

###

About TOMY Corporation

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 range of exciting and educational toys, games and video games for 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.

Press contacts:

Mike Kingsbury, Billy Grenham

MKM

mike@teammkm.com, billy@teammkm.com

(714) 375-2188