

**TOMY CORPORATION ANNOUNCES NEW VERTICAL VIDEO GAME
PUBLISHING STRATEGY**

TOMY to Expand Operations with Video Games Based on its Popular Toy Brands

**First Two Titles *Lovely Lisa™* and *Penny Racers™ Party: Turbo-Q Speedway*
to Release in October**

TOKYO and LOS ANGELES – October 9, 2008 – Leading toy company, TOMY Corporation, announced today at Tokyo Game Show the expansion of its consumer software business and a move into vertical video game publishing in North America and Europe. TOMY plans to create multiplatform titles based on its popular toy brands and licensed characters as well as developing original IP tailored for the North American and European markets. The company has recently expanded operations at TOMY Corporation's U.S. headquarters in Santa Ana, California and plans to release its first games under the new strategy this month.

"This is a very exciting time for TOMY Corporation as the company moves towards a vertical video game publishing strategy in North America and Europe," said Isamu Takahashi, Board Director, Executive Managing Officer and Chief International Operating Officer for TOMY Co., Ltd. "The TOMY brand is known for innovation and quality all over the world. As the way people seek entertainment content evolves onto new digital platforms, it is a natural step for TOMY to extend family-friendly properties onto the next generation video game systems."

The publisher of the *NARUTO™* video games for the Nintendo platforms, TOMY will launch its first two titles under the new initiative in North America later this month -- *Lovely Lisa™* for Nintendo DS™ and *Penny Racers™ Party: Turbo-Q Speedway* for the Nintendo Wii™. Based on the hugely popular Licca-chan doll franchise from Japan, *Lovely Lisa* provides a well-rounded approach to beauty, fashion, family, career and success. The game helps younger girls learn the importance of having fun and working hard, while learning their own fashion style. *Penny Racers™ Party: Turbo-Q Speedway*, based on the successful Japanese pull-back car franchise, *Choro-Q*, allows players to race a customized Pop-Up Pirate™ alongside 50 plus licensed vehicles from Nissan, Toyota, Honda, Mazda and more. Fun for families and children of all ages, players can customize their cars for speed and aerodynamics and then race them on a variety of wild and wacky tracks.

"With our expansion as a vertical publisher in North America, we are dedicated to bringing gamers quality titles on next-generation systems that entertain and inspire families and kids of all ages," said Kaz Sugiyama, President, TOMY Corporation. "We are proud that TOMY's two new games are based on principles and play patterns that parents can feel good about sharing with their children."

About TOMY Corporation

With U.S. headquarters in Santa Ana, California, TOMY Corporation is one of the world's 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 children of all ages. 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 DS™ and Wii™ home video game system. 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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