

PRESS RELEASE



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

***Lovely Lisa™ for Nintendo DS™ and Penny Racers™ Party: Turbo-Q Speedway for  
Wii™ Ship Today to Retail Stores Nationwide***

**LOS ANGELES, Calif. – October 14, 2008** – Toy industry stalwart TOMY Corporation underscored its commitment to the interactive gaming space today by announcing the release of its first titles as a new vertical video game publisher. Bringing a classic fashion doll experience to the Touch Screen of Nintendo DS™, *Lovely Lisa™* empowers girls to earn their way to their own sense of fashion style by exploring their beauty skills, helping out around the house and learning what it takes to become a successful working girl. *Penny Racers™ Party: Turbo-Q Speedway for Wii™* allows players to race 50 plus licensed vehicles alongside a customized Pop-Up Pirate™ and will challenge families to bring their racing stripes into the family living room.

“For more than 80 years, TOMY has delighted families by developing and manufacturing the highest quality toys and games, providing unparalleled entertainment experiences for kids of all ages,” said Kazuhiko Sugiyama, President and CEO of TOMY Corporation. “We are extremely excited to be expanding our consumer software business and moving to a vertical publishing model. The company’s first two titles under this new initiative are indicative of our mission to deliver fun, safe and quality interactive entertainment.”

With a well-rounded approach to beauty, fashion and success, *Lovely Lisa* helps younger girls learn the importance of having fun and working hard, while learning their own fashion style. Players can use the capabilities of DS to help dad put furniture together, shop for sparkly accessories, apply make-up, and design their own patterns for clothes. Girls can also play up their career skills, from babysitting to nursing, and even have fun with different interests such as playing the piano or dancing in an idol game. To top it all, players can prove they’ve got what it takes in a pageant where only the girl with the best skills in all categories can win.

Based on the successful Choro-Q pull-back cars from Japan, *Penny Racers Party: Turbo-Q Speedway* allows players to race 50 plus licensed vehicles from Nissan, Toyota, Honda®, Mazda and more, alongside wacky vehicles such as the Pop-Up Pirate™. Fun for families and children of all ages, players can customize their cars for speed and aerodynamics, and even race crazy concoctions like the rubber duckie or the groovy panda. Easy to learn controls allow 1-4 players to race head-to-head in high-speed chases through wild and wacky courses. Using the capabilities of the Wii Remote™ or the Wii Wheel™ accessory and easy to learn controls, players can cross the finish line in a fully interactive fashion.

*Lovely Lisa* is rated “E” for Everyone and is available on Nintendo DS for an MSRP of \$29.99. *Penny Racers Party: Turbo-Q Speedway* is rated “E” for Everyone and is available on Wii for an MSRP of \$29.99. For more information, please visit [www.TOMY-USA.com](http://www.TOMY-USA.com).

### **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 Nintendo DS™ and Wii™ home video game system. TOMY Corporation is a subsidiary of Japan-based TOMYCompany, Ltd. (aka TAKARATOMY in Japan). More information is available at [www.TOMY-USA.com](http://www.TOMY-USA.com).

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