



**TOMY CORPORATION ANNOUNCES *MY DOITALL*™
FOR NINTENDO DS™**

***First-Ever Lifestyle Game for Both Boys and Girls Allows
Kids to Have Fun, Stay Organized***

LOS ANGELES, Calif. - November 19, 2008 - TOMY Corporation today announced that *My DoItAll* is currently in development exclusively for Nintendo DS™. The first-ever lifestyle game for both boys and girls, *My DoItAll* is an all-in-one title that gives players the ability to have fun and interact with friends through customization capabilities, mini-games and voice over and sound effect applications. Players can also stay organized and up-to-date with a calendar and reference tools.

My DoItAll provides gamers a unique way to socially interact with friends and have fun, while staying organized on their DS handheld system. Players start off by customizing their very own avatar with a personal look and style, followed by creating a privacy protected Friend Card that includes basic details such as contact information, likes/dislikes, and personal data. From there, *My DoItAll* becomes a treasure chest of applications for the player to explore. Taking full advantage of the Nintendo DS capabilities, the game also allows players to connect wirelessly with up to six friends to participate in questionnaires, plan social activities, and play mini-games. As an added bonus, *My DoItAll* features a voice changer that records with the microphone, as well as a sound effects machine comprised of over 25 sounds. To complete the all-in-one package, players can also manage their schedules, keep a journal, and utilize reference tools such as a calculator and world map in order to become the ultimate whiz-kid.

My DoItAll is rated "E" for Everyone and will be available on Nintendo DS in February 2009 for an MSRP of \$29.99. For more information, please visit www.TOMY-USA.com/videogames.

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.

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