



**TOMY U.S. IS NAMED MASTER TOY LICENSEE FOR NINTENDO'S POPULAR BRAND,
ANIMAL CROSSING: WILD WORLD**

SANTA ANA, Calif. – TOMY Corporation, one of the world's best known and endearing toy companies, brings the wacky and playful personalities from arguably one of the most beloved video games of all time, Animal Crossing®: Wild World, to life in 2007 with an extensive line of collectible figures, houses, plushes, and accessories. Nintendo recently named Tomy Corporation as the master licensee for Animal Crossing in the U.S.

"Tomy is excited to take the popularity of the Animal Crossing: Wild World game and the uniqueness of the characters and bring them to life," said Tomy Corporation senior marketing manager Sandra Leo. "The continued strength of game sales and the recent hit animated movie in Japan underscore the immense popularity of this evergreen brand."

Nintendo of America's Vice President of Brand Management, Gail Tilden, added, "Nintendo is thrilled to be working with Tomy. Their innovation and quality will add a new dimension to the Animal Crossing franchise"

Universally lauded by critics, millions of people continue to play Animal Crossing years after they purchased the interactive game because of its ever-changing, role-playing nature. In Animal Crossing: Wild World, consumers call the shots in a completely unique place where days and seasons pass in real time. Own a home, work hard, cultivate friends and celebrate holidays year-round.

The Animal Crossing videogame is available for Nintendo GameCube™ and Nintendo DS™. Nearly 7 million units of the DS version have sold worldwide since November 2004 and it remains a top seller. On December 16, 2006 the animated Animal Crossing debuted in Japan and through January 9, 2007 had generated \$14 million in box office receipts. Licensed products tying into the movie release have notched more than \$40 million at retail.

Tomy's Animal Crossing collection will arrive at specialty retailers across the nation beginning in July 2007. Tomy's Animal Crossing series incorporates a variety of styles and play patterns into the line along with various price points including:

Animal Crossing: Wild World Figure Collection: Six (6) different sets that feature three one inch collectible figures along with two (2) accessories. Sets include adorable characters such as Mitzi/Kaitlin/Katie and Aurora/Mabel/Rover which are all based on the video game.

Animal Crossing: Wild World Figure/House Collection: Three (3) unique house sets, each featuring a one- inch figure and two (2) accessory pieces. Each house (red, pink or blue roofs) opens to a play area in the back for the characters and/or accessories to fit inside.

Animal Crossing: Wild World Stamps: each plush stamp includes a 2.5- inch figure sitting atop a rubber stamp. Popular characters from the video game include Goldie, Rosie, Bunny, Peanut, Sally and Poncho. Each stamp has a different message, but combining personalities leaves room for personalized communication.

Animal Crossing: Wild World Plush Keychain: These six -inch plush key chains are also based on the popular video game. The six different characters, which vary from Aurora and Savannah to Stitches and Bluebear, include sound when pushed on the stomach.

Animal Crossing: Wild World Solar Bobblehead: These lovable solar bobbleheads are activated by sunlight and include head and arm movement. Characters from the video game are Curly, Rosie and Stitches.

Animal Crossing: Wild World Coin Purse: Each coin purse is based on a popular character and features a pullback zipper on top. Options include Rosie, Curly, Stitches and Peanut.

Animal Crossing: Wild World Eight Inch Plush: Adorable eight inch plush dolls are sure to become collectors' items and feature six (6) characters.

More company information is available at www.tomy.com. Media may request samples or schedule interviews by contacting Cherie Whyte or Mike Kingsbury, MKM, at (714) 375-2188 or cherie@teammkm.com.

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 portfolio 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 for North America that entertain and inspire children and adults. Beginning in 2007 and building into 2008, TOMY Corporation will introduce exciting new products under its own brand names and through licensing partners including Nintendo and Sanrio®. Classic in-house brands such as Preschool will be re-invigorated. TOMY Corporation is a subsidiary of Japan-based TOMY Company, Ltd. (TAKARATOMY in Japan). More information is available at www.tomy.com.

About Nintendo

The worldwide leader and innovator in the creation of interactive entertainment, Nintendo Co., Ltd., of Kyoto, Japan, manufactures and markets hardware and software for its popular home and portable video game systems. For more information about Nintendo, visit the company's Web site at www.nintendo.com.