



TOMY CORPORATION DEBUTS DYNAMIC PRODUCTS AND EXPANDED LINES DURING THE 2007 TOY SHOW IN DALLAS, OCTOBER 9 TO 12

SANTA ANA, Calif. – On the heels of what is expected to be one of its most successful product launches to date, the revolutionary humanoid robot, i-SOBOT, TOMY Corporation heads into the October toy show with exciting new products, expanded lines and a whole new attitude. TOMY Corporation will showcase its 2008 toy collection at booth number 154 in the Dallas Market Center in Dallas, TX, October 9-12, 2007.

“While our preschool brand remains as one of our core brands, TOMY is expanding into several new categories including girls, boys, arts & crafts, electronics, games and gift & novelty,” said TOMY Corporation President Kaz Sugiyama. “The combined synergies of TOMY and Takara (the companies merged in 2006) will benefit consumers through a broader range of ideas, creativity and innovation.”

The debut of the innovative i-SOBOT, the world’s smallest and most functional mass-produced robot, signals the formal launch of the TOMY initiative. With a fun and engaging personality, i-SOBOT is endowed with 17 custom developed servo-motors, 19 integrated circuit chips, a built in gyro-sensor, 2 LEDs, voice command recognition, can speak and perform hundreds of words, sounds and phrases. A second product in the electronic category, the miniature remote controlled Heli-Q, hits the marketplace in 2008.

TOMY enters the arts and crafts category in a big way next year with the launch of the Cella brand, featuring a consumer-friendly sticker machine and rhinestone design maker. The Cella Rhinestone kit includes a design template, an array of rhinestones in six colors, and permanent adhesive to create rhinestone designs that can be placed anywhere “bling” is desired.

The Cella sticker maker, already popular in the United Kingdom, allows kids to easily create cool designs, photos of friends, celebrity pictures, and much more into funky stickers. One twist magically turns any picture into a high quality, repositionable sticker with no fuss and no mess. Cella comes in cool translucent pink and blue, with a carry handle that makes it easy to take anywhere.

Following the successful introduction of TOMY’s Naruto video game series for the Nintendo GameCube™, TOMY also launches the Nintendo’s girls’ brand, Animal Crossing, based on the ever-popular Nintendo DS game in October. The line features collectible figures, plush stamps, coin purses, 8" plush and plush key chains and will extend its line in 2008 with additional items including an interactive plush.

Long considered one of the most trusted names in toys, TOMY will showcase the popular preschool line with a new look and new products. TOMY will brand its Preschool line as a tool for child development, focusing on specific toys for specific ages and convey to parents that TOMY products are not only fun, but also a learning tool for their children.

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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.

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