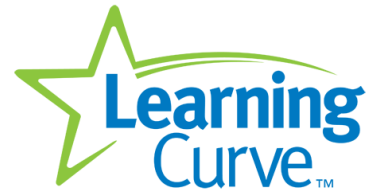


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FOR IMMEDIATE RELEASE

LEARNING CURVE BRANDS[®] REAFFIRMS ITS LEADERSHIP POSITION IN THE LICENSED PRODUCT ARENA WITH POWERHOUSE 2011 LINE-UP

The Company's diverse and robust roster of property-based toy brands blends kid-favorite characters with time-honored play patterns.

OAK BROOK, IL – (June 14, 2011) TOMY International's **Learning Curve[®] Brands, Inc.** (www.learningcurve.com), a leader in creating innovative toys for children of all ages, showcases a strong line-up of property-based brands for 2011, carrying forward the Company's tradition of aggressive performance within the licensed product category. Spearheaded by the expansion of the popular **Chuggington[™]** brand into both Interactive and Wooden train set categories, along with the introduction of new items from the best-selling properties including the #1 preschool property **Thomas & Friends[™]**, **Dinosaur Train[™]**, **John Deere[®] Preschool** and **Lamaze[®] Infant Development System** brands, the company's expertise in creating fun and original character driven toys is once again evident. Across all licensed brands, Learning Curve's 2011 line-up encourages development, learning and most importantly, play, reinforcing the Company's status as a trusted resource for parents and gift-givers alike.

"We are delighted to put forward a great 2011 line-up of exciting and innovative licensed products within the infant, toddler and preschool categories," said Peter Henseler, President of Learning Curve Brands. "We value our key licensing partner relationships and year after year strive to deliver a variety of high-quality, award-winning products designed to inspire creative, imaginative play."

Chuggington

Chuggington has quickly become a favorite among preschoolers and parents worldwide. Airing daily on Disney Channel's Disney Junior programming block designed for kids ages 2-7 and their families (check local listings), Ludorum's popular animated series follows the adventures of three trainee engines, each with their own personality and learning style. Continuing Learning Curve's strong tradition in the vehicle play category, the **Chuggington** brand features a wide assortment of collectible **Chuggington** characters and exciting playsets across three distinct lines, including **Chuggington Die-Cast**, **Chuggington Interactive Railway** and **Chuggington Wooden Railway**.

Thomas & Friends Wooden Railway

Learning Curve's ever popular **Thomas & Friends[™] Wooden Railway** line remains the classic train system that moms and dads rely on to bring the cherished **Thomas & Friends** stories to life. For the past 10 years, Thomas & Friends is ranked as the number one preschool toy property, and for more than 15 years **Learning Curve's Thomas & Friends Wooden Railway** has helped spark imaginations, engaging and inspiring children through train play. Thomas and his engine friends on the Island of Sodor embark on even more adventures in 2011, as fans delight in the new engines, destinations and sets. New additions include the all-new "**Day of the Diesels**" product line, featuring thematic sets and destinations from the eagerly-anticipated CG-animated movie to be released on DVD in Fall 2011 (Lionsgate).

(more)

Dinosaur Train

Inspired by the adventures of *Dinosaur Train*, the Daytime Emmy® Award nominated animated preschool series produced by The Jim Henson Company and airing daily on PBS KIDS® (check local listings), **Learning Curve's *Dinosaur Train*** line was first launched in 2010. Learning Curve has masterfully translated the sights and sounds of the animated series *Dinosaur Train*, consistently rated as a top animated series among preschoolers age 2-5, into an interactive and engaging play experience. Loaded with beloved *Dinosaur Train* characters that enhance the collectability of the brand, action-packed train sets for imaginative vehicle play and InterAction Figures with SmartTalk technology that bring the dinosaur characters to life, the line was met with great success at launch and continues to expand in 2011 both domestically and internationally.

Lamaze (www.lamazetoys.com)

Parents have known and trusted the **Lamaze** brand for more than 50 years and Learning Curve's 2011 Lamaze introductions build upon that heritage. Expanding the brand's award-winning and popular product lines, 2011 introductions continue to encourage infants' physical and cognitive development beginning at birth. Highlights from the 2011 line include the new **Lamaze Books**, new items in the **Lamaze Infant Development System**, **Lamaze Play and Grow** line, **Lamaze Tunes** family and more.

John Deere Preschool

From rough and rugged sandbox vehicle play to the most intricately detailed collectible, **John Deere** is the only brand that promotes the best of farm and construction play for kids of all ages! For 2011, Learning Curve will debut a comprehensive John Deere product line-up that includes everything from educational preschool products to ultra-tough, radio controlled vehicles to die-cast farm and construction replicas.

About TOMY International

TOMY International (www.tomy.com) is a leading global designer, producer and marketer of a broad range of innovative, high-quality toys sold to preschoolers, youths and adults under the TOMY®, Ertl®, Johnny Lightning® and Tomica® brands as well as nursery products for mothers, infants and toddlers marketed under its The First Years®, Lamaze and JJ Cole® Collections brands. Tomy also markets its products under popular and classic licensed properties such as *Thomas & Friends*, *Special Agent Oso*, *Chuggington*, *Dinosaur Train*, John Deere, Disney's *Winnie the Pooh*, *Princesses*, *Cars*, *Fairies* and *Toy Story*, and other well-known properties. TOMY's mission is to entertain and inspire children and make parenting easier and more fun. TOMY reaches its target consumers through multiple channels of distribution supporting more than 25,000 retail outlets throughout Asia, North and South America, Europe and Australia. TOMY International is a wholly owned subsidiary of Japan-based TOMY Company, Ltd (Tokyo Stock Exchange Code No. 7867).

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