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FOR IMMEDIATE RELEASE

TOMY Unveils Initial 2012 Global Toy Strategy Leveraging Proven Strengths in Innovation, Design and Technology

Combining best practices and resources of two toy leaders, TOMY sharpens its competitive edge; debuts early 2012 introductions timed to coincide with Fall Toy Preview.

OAK BROOK, IL (October 4, 2011) – TOMY International, a leading global designer, producer and marketer of a broad range of toys and collectible products for children of all ages, previews its 2012 toy strategy in conjunction with the opening of Fall Toy Preview in Dallas, TX. Combining the strengths of two worldwide toy leaders—RC2/Learning Curve Brands and TOMY Company, Ltd.—into one powerful global toy business, TOMY greets 2012 as one of the largest toy and infant products companies, poised to drive further growth from existing owned and licensed brands as well as all-new global brands and product lines.

“The strength of the unified TOMY positions us for exponential growth over the next several years from existing as well as new categories,” states Peter Henseler, President of TOMY International. “Spring 2012 introductions expand upon several top-selling existing brands. As we continue tapping into best practices from both formerly separate organizations, our later 2012 introductions in both existing and all-new brands will reveal our emphasis on a blending of design, technology and innovation as the cornerstone of our future success.”

TOMY’s spring 2012 introductions bring enhanced innovation to the award-winning **Chuggington Wooden Railway** and **Chuggington Die-Cast Railway**, expand upon the hit **Dinosaur Train** brand for even more interactive play, and incorporate contemporary twists in the evergreen **Lamaze** and **John Deere** brands to appeal to today’s parents and kids alike.

Later in the year, look for TOMY introductions across best-selling brands including the **Thomas Wooden Railway** and **The First Years** with an interactive infant toy line, as well as ground-breaking introductions in boys action and girls product categories.

Chuggington™ by TOMY

Based on Ludorum’s popular animated series, **Chuggington**, TOMY will expand out two **Chuggington** product lines, **Chuggington Die-Cast Railway** and **Chuggington Wooden Railway** in 2012 as well as add a collection of feature toys to bring **Chuggington’s** “traintastic” adventures home for even more fans. Directly inspired by the show’s unique look, TOMY’s **Chuggington Die-Cast Railway** includes an expanded focus on a range of collectible die-cast engines, special Value Packs featuring an engine, play piece, track and Badge, and all-new action-packed playsets that will retail for under \$20. The **Chuggington Wooden Railway** adds more characters to its collectible stable of engines as well as feature-packed starter train sets at key price points, all in classic, high-quality wood construction and all compatible with other major wooden railway toys. In addition, TOMY introduces a line of character-based **Chuggington** toys to take the fun off the track and right into the homes of fans everywhere. From thematic flashlights shaped like engine characters, to a deluxe R/C Action Chugger that “blasts-off” and “flies” on a cloud, get ready for more **Chuggington** thrills than ever before!

Dinosaur Train™ by TOMY

On the heels of a successful sophomore year, TOMY will expand its extensive line of original **Dinosaur Train** toys. Based on **The Jim Henson Company's** animated PBS series, TOMY's **Dinosaur Train** line incorporates elements from the animated series and delivers a product line that is engaging and educational. Spring 2012 highlights include new additions to the popular **InterAction Figure** line with features such as moving mouths designed to enhance the role play and interactivity. TOMY also grows the **Dinosaur Train** collectible figure line with more kid-favorite characters to collect and enjoy.

Lamaze® by TOMY (www.lamazetoys.com)

TOMY's Lamaze® brand is dedicated to creating products that help baby grow, discover and learn. Parents have known and trusted the Lamaze® brand for more than 50 years. Building on that trust, TOMY's Lamaze line delivers products that focus on infant development, while at the same time provide opportunities for parents to bond and interact with baby. New for 2012, the award-winning Lamaze Infant Development System unveils new items with added developmental features, dynamic colors, engaging textures and whimsical characters. In addition to the innovative items in the flagship Lamaze Infant Development System, the evergreen Lamaze Play and Grow line and Lamaze Tunes family expand with fun, thoughtful items.

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 products for mothers, infants and toddlers marketed under its The First Years®, Lamaze, JJ Cole® Collections and Boon® brands. TOMY International 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 International's mission is to inspire and fulfill the dreams of children and parents worldwide. TOMY International reaches its target consumers through multiple channels of distribution supporting more than 25,000 retail outlets throughout 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). © TOMY

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