



TOMY INTERNATIONAL, INC., ACQUIRES FAT BRAIN HOLDINGS LLC, EXPANDS TOMY'S PRESENCE IN DIRECT TO CONSUMER PLATFORM WITH THE POPULAR FAT BRAIN TOYS® BRAND OF TOYS AND GAMES

FOR IMMEDIATE RELEASE – OAK BROOK, Ill. – (October 19, 2020) – TOMY International, Inc., the subsidiary of TOMY Company, Ltd., responsible for North America, South America, Europe and Australia, and a leading global designer, producer and marketer of a broad range of innovative, high-quality toys, announced today it has completed the acquisition of Fat Brain Holdings LLC. Fat Brain, located in Elkhorn, Nebraska, is a privately-held developer, marketer and seller of innovative, quality children's toys, games and gifts.

Fat Brain Toys is one of the nation's leading independent toy companies. As a vertically integrated company, Fat Brain operates a state-of-the-art D2C platform and also designs its own line of award-winning toys and games. Fat Brain Toys' products are available at leading retailers around the world and on its website, www.fatbraintoys.com.

"We are delighted to welcome Fat Brain to the TOMY family," said Pete Henseler, president of TOMY. The Fat Brain team has done a fantastic job of developing wonderful toys and games that fit with the TOMY mission to "Make the World Smile." Since its launch as a direct-to-consumer brand over 17 years ago, Fat Brain has continued to grow by staying focused on developing and selling innovative children toy and game products through a multi-channel distribution network, while always keeping consumers at the center of everything they do. We look forward to working with the team at Fat Brain to continue to bring even more great Fat Brain-branded products to families around the world."

"It's truly gratifying to join forces with TOMY and its nearly 100-year heritage of toy innovation," said Mark Carson, president and cofounder of Fat Brain Toys. "We can't wait to welcome a new wave of families to our unique toys and 'Smarter Way to Play'."

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® and Ertl® brands as well as products for parents, infants and toddlers marketed under the The First Years®, JJ Cole® Collections and Boon® brands. TOMY International also markets its products under popular licensed properties such as John Deere, Ricky Zoom, Nintendo, Lamaze, Disney Baby properties including Mickey and Minnie Mouse, Princesses, Cars and Toy Story, and other well-known licenses. TOMY International's mission is to Make the World Smile. 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.

About Fat Brain

Fat Brain Toys is one of the nation's leading independent toy companies. Unlike mainstream alternatives, Fat Brain Toys creates and curates quality toys, games, and clever gifts that enable children to learn through pure, authentic play. Fat Brain Toys' products are available at leading retailers around the world

and on its website, www.fatbraintoys.com. Fat Brain Toys is a family-focused company based in Elkhorn, Nebraska.

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