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FOR IMMEDIATE RELEASE

Global Leader TOMY Ready to Play in Entirely New Categories for 2019

TOMY debuts all-new kid-centric toy lines, innovates across existing brands and unveils new licensed offerings at Toy Fair New York, Booth #3003.

OAK BROOK, IL (February 15, 2019) — TOMY, a leading global designer, producer and marketer of innovative, high quality toys, infant and toddler products, is making bold moves in 2019, unveiling a host of all-new, innovative proprietary and licensed toy brands to complement its existing portfolio at Toy Fair New York (booth #3003). TOMY brings ingenuity with extensions to existing brands including Lamaze, John Deere, Big Loader, KiiPix, Stink Bomz and more, while adding entirely new brands which extend the company's reach into new and trending categories.

"We have been aggressively growing our pipeline and are so excited to unveil innovative, fun products that will lead TOMY into our next phase of global growth," states Pete Henseler, President of TOMY International. "We are laser-focused on popular youth play patterns with the launch of Ritzy Rollerz, a girls' collectible vehicle line with a stylized, contemporary twist, and with the revamp of Doodle Bear, ready to take imagination and creativity into the 21st century. We're amping up our action-packed offerings with WWE licensed battling toys and a line of preschool toys based on the highly-anticipated Ricky Zoom animated TV series. Plus, we are continuing to lead the infant and toddler categories, bringing fan-favorite Disney properties Lion King and Toy Story to our Lamaze infant development toy line, while extending our classic Toomies toddler toy line to include Parade Pals, a truly unique sing-along product."

Highlights of 2019 introductions across TOMY's family of brands include:

Ritzy Rollerz — an all-new collectible, vehicle-based line, Ritzy Rollerz are unique in their own way: from their personalities to their "ADORABILITY" features like real hair, fur and shiny chrome. This collectible line drives on-trend play patterns by offering three unique elements: the ability to accessorize, adorable textures, and secret surprises. In addition to the collectible character vehicles, the Ritzy Rollerz line offers two feature-filled playsets, **Heelz on Wheelz**, a mobile shoe shop

providing the hottest ritzy charms, and the **Dance n Dazzle Spa Playset**, where Ritzy Rollerz can roll in for posh charms and then strut their stuff on the Dance n Dazzle stage. Available Fall 2019.

Doodle Bear — The Original Doodle Bear from the 90's is back, refreshed and reimagined for how kids play today. The all-new Doodle Bear bridges the gap between digital and dimensional play with an all-new play pattern thanks to its compatible **Doodle Bear Studio app**. With the app, kids can bring their Doodle Bear to life by scanning in the doodled bear, creating a customized scene by hand drawing or placing in-app stickers around their bear, and even by recording a personalized message that can be saved and shared. Kids can now decorate, animate and share their Doodle Bear creations with friends, then doodle, wash and doodle again! The line will be available Fall 2019.

WWE — TOMY International has partnered with WWE to produce battling toys featuring the internationally-recognized and highly-sought-after intellectual property. TOMY will create an interactive, engaging and innovative line of battling toys built upon WWE's entertaining and energetic DNA. The line will feature unique and evolving battle game play, infused with an element of surprise. TOMY's licensed WWE product is slated to enter the ring at mass retailers in Fall 2019 and will feature **WWE Smash Brawlers**, which allow fans to go head-to-head with WWE Smash Brawlers Battle Figures! Featuring Superstars John Cena and AJ Styles, the controller allows the ultimate WWE battle game experience and enables players to battle and dodge the opponent. Also debuting are **WWE Blitz Brawlers** which put fans in the middle of the ring, enabling them to join the battling game as they slip their hands inside the character-themed, life-size gloves and battle for the title.

Club Mocchi- Mocchi- — Designed in Japan, Mocchi- Mocchi- plush toys are super soft and huggable! Unlike ordinary plush, each Mocchi- Mocchi- has a unique squishy texture and is incredibly soft to touch. With a strong focus on TOMY's Japanese heritage, the first series of Mocchi- Mocchi- launches in Spring 2019 with the Mario Kart **Clip On Collectible Plush** series featuring fan-favorite characters from the iconic Nintendo franchise. The second series will feature **Mega Collectible 1-Up Mushroom, Yoshi Egg** and the **Mega Collectible Mario Hat** and will deliver unbelievable velvety softness in playable and wearable items that Super Mario fans will love to collect. Available Fall 2019.

Lamaze — Lamaze toys share a name and high brand recognition with the most trusted resource in pregnancy, birth and early parenting: Lamaze International. Lamaze pioneered the developmental infant toy category when the line debuted two decades ago. In 2019, Lamaze introduces a whole new refreshed line with products in new categories designed to grow with baby. The **Octotunes Lay, Sit & Play Mat** is a traditional floor gym that moves to tummy time and the play continues as baby learns to sit and stand. With new play patterns such as learning to button, snap and zip with **Freddie's Activity Bus**, building a friend through stacking with **Mitchell Moonwalker Stacker**, and

grabbing/hiding/ball play activities with **Grab & Hide Ball**, these new toys teach babies skills that help prepare them for preschool. The full line of Lamaze toys feature compatibility with the Lamaze Play App that enables parents to scan a code on a toy's tag and uncover more ways to explore, bond and play with their infants. Available Fall 2019.

Ricky Zoom — Entertainment One (eOne) is strengthening its slate of preschool properties with the addition of a new preschool animated TV series, *Ricky Zoom*. From the producers of *PJ Masks*, *Ricky Zoom* is a CGI action comedy adventure series that follows the adventures of Ricky, a little red motorbike with a zest for speed. The show is all about friendship, family and learning to stand on your own two wheels. A born leader, Ricky is joined by an enthusiastic group of young bikes, Scootio, Loop and DJ, who live in Wheelford, a town tailor-made for bikes because here, the bikes are the people! **TOMY**, as the global master toy partner outside of Asia, will provide an early sneak peek of the innovative product portfolio, which is designed to bring all the excitement, adventure and fun that Ricky and his Bike Buddies experience in the show to life for kids around the world. The toys are scheduled to begin hitting shelves in Spring 2020.

Toomies Parade Pals — TOMY brings 90-plus years of toddler toy expertise to parents around the globe with its classic Toomies line. In 2019, the Toomies brand welcomes Parade Pals, a magical and quirky parade of pals that make learning animal sounds amazingly fun and silly. Match the animal to its car and hear the animal sing its very own unique song. Hook the animal up to more vehicles and they magically sing along together in a synchronized song. Sold individually or in the deluxe **Parade Pals Sundae Funday Playset**. Parade Pals encourage toddlers to explore, learn and express themselves through active, engaging play. Available Fall 2019.

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, WWE, Sonic the Hedgehog, Nintendo, Sanrio, Thomas the Tank Engine, Lamaze, Disney Baby properties including Mickey and Minnie Mouse, Princesses, Cars, Fairies 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.

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