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TOMY INTERNATIONAL ROLLS RITZY ROLLERZ INTO TOYS “R” US CANADA

***Ritzy Rollerz, an all-new girls’ collectible line on wheels,
arrives at local Toys “R” Us Canada stores this week***

OAK BROOK, IL (April 25, 2019) — TOMY International, a leading global designer, producer and marketer of innovative, high quality toys, announces the arrival of its all-new girls’ collectible line, Ritzy Rollerz, at Toys “R” Us Canada. Ritzy Rollerz are adorable collectible characters on wheels with unique personalities and feature a variety of fashionable finishes, like shiny chrome, cozy fur, sparkles or real hair, for an extra glamorous look. In addition to the character vehicles, the line boasts feature-filled playsets designed to help kids build their own individual Ritzy Rollerz worlds.

“We are very excited to launch Ritzy Rollerz with Toys “R” Us Canada, as they’re a great partner,” states Peter Henseler, President of TOMY International. “Ritzy Rollerz delivers on-trend play patterns by giving kids the ability to accessorize their favorite characters, which feature unique textures and secret surprises. The brand combines fashion, fun and customizability in an adorable new way to drive success for our retail partners and make the world smile.”

Each Ritzy Rollerz character has a unique personality and storyline, brought to life in whimsical and engaging webisodes (<http://bit.ly/ritzyrollerz>). Ritzy Rollerz’ wheels can be blinged-out with Ritzy Charms, which feature adorable themes such as flowers, rainbows, donuts (and many more), providing a perfect way for kids to show off their unique style. The charms, which are stored in each character’s booty trunk, can be switched between characters or traded between friends. The line also features thematic playsets, which include surprise Ritzy Charms and special characters, encouraging users to enhance and personalize the endless imaginative fun.

Ritzy Rollerz are available now at Toys “R” Us Canada and range from \$6.99-\$29.99.

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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