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TOMY and PlayFusion Team Up for Innovative Toys-to-Life Offering

TOMY® tapped as global master toy partner for next-generation transmedia platform from gaming powerhouse PlayFusion™

OAK BROOK, IL (February 10, 2016) — TOMY International, Inc. and PlayFusion Ltd announce the signing of a global licensing agreement, naming TOMY International as master toy licensee for PlayFusion's highly-anticipated next-generation fantasy role-playing game that will deliver unparalleled transmedia storytelling. The partnership brings together the toy innovation know-how of TOMY and the gaming expertise of PlayFusion, founded by the leadership and key talent behind the massively popular MMORPG RuneScape. The resultant offering promises new levels of engagement and interactivity, the depth and breadth of which has not yet been seen in the fast-growing \$4 billion toys-to-life industry.

"TOMY is the ideal toy partner. They are one of the only global toy companies with distribution operations spanning 6 continents, and crucially they are industry leaders in both quality and innovation which perfectly matches our DNA," said Mark Gerhard, Chief Executive Officer and Co-Founder of PlayFusion. "We are very excited to partner with them to bring a new depth of entertainment experience to the compelling fantasy world we are creating."

"PlayFusion has pioneered the future of 'Toys to Life' and we're thrilled to partner with them to deliver breakthrough original IP. We believe our partnership is uniquely positioned to become the leading game, toy and technology platform for this hyper-growth category over the next 3 to 5 years," said Masayuki Nagatake, President of TOMY International. "We look forward to bringing their vision to life through revolutionary toys and thereby deeply engaging gamers on an entirely unique level."

The new game and toy line are set to launch in 2017.

About PlayFusion

PlayFusion is an independent, employee-owned, game developer and publisher with offices in the United Kingdom, Isle of Man, and the United States. PlayFusion has developed the world's first transmedia platform as a service enabling an entirely holistic "Brand to Life" experience for game developers, toy manufacturers, and other IP owners and creators. PlayFusion's proprietary technology delivers unparalleled storytelling and interactive play experiences.

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, Pokémon, Chuggington, Sonic the Hedgehog, Lamaze, Zootopia, Inside Out, Miles from Tomorrowland, The Good Dinosaur, Winnie the Pooh, Princesses, Cars, Fairies and Toy Story, and other well-known properties. 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