



TOMY UNVEILS AMAZING LAMAZE AIRTIVITY CENTER AT TOY FAIR NEW YORK

FOR IMMEDIATE RELEASE – February 22, 2020 – NEW YORK CITY – TOMY International, Inc., today unveiled the Lamaze 3-in-1 Airtivity™ Center, its unique take on an activity center, at Toy Fair New York. A first-of-its-kind in baby-to-toddler learning, the Lamaze 3-in-1 Airtivity Center provides 360 degrees of air-powered play and was designed to grow with baby.

This one-of-a-kind table has more than eight activities for exploration and teaches babies how things work with air. Flip the fish’s tail to move the other floating fish around, hit the bubbles, and get rewarded with fun lights and sounds. What’s even better? It was designed specifically to grow with baby! Perfect for use from 6-36 months, the Lamaze 3-in-1 Airtivity Center includes snap-on legs to transition from floor play for infant to table height for babies and toddlers who are experimenting with cruising and mastering walking.

“The Lamaze 3-in-1 Airtivity Center is a completely new take on play tables,” said TOMY Chief Brand & Commercial Officer Vinnie D’Alleva. “With more than eight activities to explore, and the ability to transition from floor play to table height, it provides endless hours of fun and learning for children up to 36 months old.”

The Lamaze 3-in-1 Airtivity Center is expected to launch in fall 2020. To learn more about Lamaze and the benefits the toys bring to parents and children, visit www.lamazeplay.com. For news, updates and product information, follow Lamaze on Facebook (@LamazePlayUSA) and Instagram (@lamazeplayusa).

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 Lamaze®, The First Years®, JJ Cole® Collections and Boon® brands. 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 Lamaze International

Lamaze is a nonprofit organization and trusted resource for the journey from pregnancy to parenthood. Parents can be confident in the high quality of Lamaze products and know that a portion of each sale gives back our nonprofit organization to support reaching parents globally with essential, evidence-based information about safe and healthy birth and start to parenting. Learn more at www.lamaze.org.

Lamaze is a registered trademark of Lamaze International.

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TOMY LAUNCHES LIMITED EDITION 25th ANNIVERSARY DOODLE BEAR AT TOY FAIR NEW YORK

FOR IMMEDIATE RELEASE – February 22, 2020 – NEW YORK CITY – The Original Doodle Bear® is celebrating its 25th anniversary, and today TOMY International, Inc. announced a reimagined version of the classic children’s toy to commemorate the occasion. Designed to inspire nostalgia, the limited edition 25th Anniversary Doodle Bear extends the love of the original to a new generation, and is expected to launch exclusively at Walmart in fall 2020.

Sporting a brand new look, the 25th Anniversary Doodle Bear includes an exclusive print with distressed denim-like accents, an embroidered “25” on its heart, colorful accent patterns and a back pocket for storing the three included washable markers.

Much like the rest of the Doodle Bear collection, this special limited edition bear bridges the gap between traditional and dimensional play with a digital play pattern designed for how kids play today. Using the compatible Doodle Bear Studio App, kids can decorate their bear, animate it, and share their Doodle Bear creations with friends. When a new idea strikes, simply wash the bear and doodle again.

“The Original Doodle Bear is such a classic children’s toy and we wanted to do something special to recognize its 25th anniversary,” said TOMY Chief Brand & Commercial Officer Vinnie D’Alleva. “We took what children loved about Doodle Bear and enhanced it with new technology that allows for even more creativity. Now, parents who played with Doodle Bear as a child can give that same experience to their children.”

The Doodle Bear Studio App is available for free in the [App Store](#) and [Google Play](#). To learn more about TOMY and its range of innovative, high-quality toys, visit www.tomy.com. For news, updates and product information, follow TOMY on Facebook (@tomy.toy) and Instagram (@tomy_toy).

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AFTER 50 YEARS, JOHNNY LIGHTNING STRIKES AGAIN

FOR IMMEDIATE RELEASE – February 22, 2020 – NEW YORK CITY – This year marks the 50th anniversary of Johnny Lightning, the world’s fastest scale vehicles, and with the help of TOMY International, Inc., lightning will strike again at Toy Fair New York.

For 50 years, Johnny Lightning cars have been the fastest model cars on the market – and this new line will be no exception. Optimized for speed, each car features cyclonic wheel design, die-cast chassis, and an ideal scale design. Simply load the single strike launcher with multiple cars and get ready to rumble. Each time you press down on the launcher, a car shoots out at lightning fast speeds!

“Johnny Lightning is such a nostalgic brand and we’re beyond excited to be part of its 50th anniversary,” said TOMY Chief Brand & Commercial Officer Vinnie D’Alleva. “From their lightning fast speed to the fun-to-open Thunder Crack Pack packing they come in, these cars offer endless hours of entertainment. There’s no doubt that they’ll be around for another 50 years.”

In order to produce an authentic line worthy of a 50th anniversary, TOMY partnered with some of the top car designers in the U.S. to create over 30 original car designs. The collectible cars will be available in both three packs and seven packs, and they’ve even designed a rare White Lightning variant that you’ll want to snag before it’s gone.

The 50th anniversary Johnny Lightning line is expected to launch in July. To learn more about TOMY and its range of innovative, high-quality toys, visit www.tomy.com. For news, updates and product information, follow TOMY on Facebook (@tomy.toy) and Instagram (@tomy_toy).

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NEW RICKY ZOOM TOY LINE RACES INTO WALMART IN TIME FOR EASTER

TOMY to Debut Ricky Zoom Products at New York Toy Fair 2020

FOR IMMEDIATE RELEASE – February 21, 2020 – NEW YORK CITY – Today at New York Toy Fair 2020, TOMY International, Inc. in partnership with Entertainment One (eOne), revealed its full line of *Ricky Zoom* toys targeted to preschoolers. Based on the lovable rescue bike Ricky Zoom, airing on Nickelodeon’s Nick Jr. block, the full range of toys, which includes the ***Lights and Sounds Ricky*** and ***Ricky’s House Playset***, is expected to launch exclusively at Walmart and on Walmart.com nationwide in March 2020 and at mass retailers nationwide beginning in June 2020. *Ricky Zoom* toys can be previewed at TOMY’s Toy Fair booth #3003.

Built for speed, Ricky Zoom is a little red rescue bike who races around the sports track with his friends, tries new stunts at the park, and zooms excitedly into every adventure. Now, kids can play along with ***Lights and Sounds Ricky***, which takes Ricky Zoom straight from the TV show to playtime. Complete with articulated and moving wheels, and a light up visor, the item also plays bike sounds and character phrases from the show.

Adding to the fun, kids can explore ***Ricky’s House Playset***, which is inspired by the Zoom family’s residence. Full of sounds and surprises, it features a bike launcher, bike tire check station, two unique Ricky accessories, a rotating exploration platform, elevator functions and action ramps. The playset also includes articulated Ricky and Toot figures and is compatible with other sets and three-inch figures.

TOMY’s *Ricky Zoom* line is setting new standards for the industry. Each toy bike included in the range is freewheeling and freestanding, which is a first for toy bikes, and will ensure hours of playtime enjoyment.

“Ricky Zoom is such an engaging character and we’re thrilled to be creating a line of products that are based on the show,” said TOMY Chief Brand & Commercial Officer Vinnie D’Allewa. “The entire line was designed to bring the show to life, and it was important that all of its features were representative of it. From the sounds to the functional accessories, we’re bringing the show directly into kids’ playrooms.”

“*Ricky Zoom* has resonated with young audiences across the country, and with the arrival of the TOMY toy collection at Walmart this spring, little ones will have lots of opportunities to play out ‘cool bike stuff’ with Ricky and the Bike Buddies,” said SVP, Licensing, North America for eOne Family & Brands Joan Grasso.

Ricky Zoom, the first-ever all-bike show for preschoolers, raced into Nickelodeon households on September 9, 2019 in the U.S. Developed by Emmy Award-winning creator Alexander Bar and production house Frog Box, *Ricky Zoom* highlights the importance of friendship, resourcefulness, community and teamwork.

The official *Ricky Zoom* app, “Welcome to Wheelford,” is available for free on iOS and Android platforms. It features fun mini-games and interactive playgrounds for kids to zoom into adventure and explore the world of Wheelford. The app allows audiences the ability to engage with the Bike Buddies on and off the screen, in addition to active social channels.

For more information on *Ricky Zoom*, please visit the series [website](#) and get up to speed on [Facebook](#), [Twitter](#), and [Instagram](#).

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About Entertainment One

Entertainment One Ltd. (eOne) is a talent-driven independent studio that specializes in the development, acquisition, production, financing, distribution and sales of entertainment content. As part of global play and entertainment company Hasbro (NASDAQ: HAS), eOne's expertise spans across film, television and music production and sales; family programming, merchandising and licensing; digital content; and live entertainment. Through its extensive reach and scale, and a deep commitment to high-quality entertainment, eOne unlocks the power and value of creativity.

eOne brings to market both original and existing content, sourcing IP from Hasbro's portfolio of 1500+ brands, and through a diversified network of creative partners and eOne companies including: international feature film distribution company **Sierra/Affinity; Amblin Partners** with DreamWorks Studios, Participant Media, and Reliance Entertainment; **Makeready** with Brad Weston; unscripted television production companies **Renegade 83, Daisybeck, Blackfin** and **Whizz Kid Entertainment**; live entertainment leaders **Round Room Live**; world-class music companies **Audio Network, Dualtone Music Group** and **Last Gang**; and award-winning emerging content and technology studio **Secret Location**.

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