



TOMY ANNOUNCES U.S. RELEASE OF “i-SOBOT”, ITS HIGH-TECH ROBOT FROM JAPAN, JUST IN TIME FOR HOLIDAY 2007...

SANTA ANA, Calif. – With the anticipation already building in Japan, TOMY announces the U.S. release of the world’s most high-tech, humanoid robot. Standing less than 7 inches in height, TOMY’s fully articulating and bipedal robot, “i-SOBOT”, will arrive at toy and hobby retailers in October 2007 just in time for the Holiday season.

With a fun and engaging personality, i-SOBOT is endowed with 17 custom developed servo-motors, 19 integrated circuit chips, a built in gyro-sensor, 2 LEDs, voice command recognition and a speaking vocabulary of over 200 words and phrases. With a suggested retail price of approximately \$350.00, the robot comes fully assembled and includes a matching infrared remote control.



* Color subject to change

Unlike most products in its price range, i-SOBOT is capable of true bipedal walking action which includes smooth and intricate eight-directional movement (forward, backward, side-to-side or diagonal) as well as dancing, lying down and getting up again, karate actions and many other actions requiring human-like self-powered articulation.

While most bipedal robots are sold as kits requiring extensive assembly and software programming on a PC, i-SOBOT will be pre-assembled and pre-programmed, yet is still a third the cost of less functional hobby robots.

TOMY’s i-SOBOT can be controlled in multiple ways, either by pre-programmed actions, user programmed actions (done easily with the remote controller), real-time remote control or voice commands. It is powered by rechargeable batteries, which are included.

“i-SOBOT’s technology is far beyond anything currently in the marketplace,” said TOMY Executive VP Mark Shinohara. “Consumers will be entertained and amazed by what i-SOBOT can do, and how it responds and interacts to commands.”

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About TOMY Corporation

With U.S. headquarters in Santa Ana, California, TOMY Corporation is one of the worlds’ oldest and most endearing toy companies. For more than eight decades, TOMY has developed and manufactured a broad range of exciting and educational toys, games and video games for toddlers, preschoolers and children. Known for its innovation, quality and safety, TOMY’s mission is to produce toys and merchandise that entertain and inspire children and adults. Beginning in 2007 and building into Fall 2008, TOMY Corporation will introduce exciting new products under its own brand names and through licensing partners including Nintendo® and Sanrio. Classic in-house brands such as Preschool will be re-invigorated. TOMY Corporation is a subsidiary of Japan-based TOMY Company, Ltd. (aka TAKARATOMY in Japan). More information is available at www.TOMY.com.

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