



TOMY'S "i-SOBOT" RECEIVES NOTIFICATION OF PRESTIGIOUS WORLD RECORD

SANTA ANA, Calif. – TOMY Corporation has received official confirmation that their "i-SOBOT" high-tech humanoid robot has been listed in the prestigious Guinness World Records™ as "the smallest humanoid robot in production." Standing 6.5 inches in height, TOMY's fully articulating and bipedal robot is set to revolutionize the toy and hobby marketplace with its arrival at retailers in October 2007.

TOMY officials were presented with a certificate from Guinness World Records™ in Japan and were informed that i-SOBOT will be featured in the 2008 edition of the prestigious book.

"We are very pleased to have i-SOBOT recognized by Guinness World Records™" said TOMY President Kaz Sugiyama. "Although small in stature, i-SOBOT is loaded with features typically reserved for high priced (assembly) kits. TOMY designers have ensured that all consumers can now enjoy this innovative robot right out of the box."

Preassembled and fully operational, i-SOBOT achieves the performance, movement and flexibility of other humanoid robots that typically retail for \$1000 or more. "There are other robots with some of the features of i-SOBOT, but no other product comes close to the total functionality of i-SOBOT in this price range," said Sugiyama.

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 can speak and perform hundreds of words, phrases and preprogrammed actions, over 90 kinds of sound effect and play five songs. Movements feature walking, dancing, martial arts, pushups, soccer and many more.

For all of its advanced functionality, i-SOBOT is easy and enjoyable to use. It comes with four basic operating modes including Remote Control, Programming, Special Action and Voice Command mode, all of which take advantage of true bipedal walking action and intricate eight-directional movement and showcase his fun and engaging personality.

With a suggested retail price of approximately \$350.00, the package includes a matching infrared remote control, three "AAA" NiMH rechargeable batteries and a charger. Consumers can track i-SOBOT's journey to the U.S. at www.myspace.com/isobot and www.isobotrobot.com.

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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. TOMY Corporation is a subsidiary of Japan-based TOMY Company, Ltd. (aka TAKARATOMY in Japan). More information is available at www.tomy-usa.com.

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