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FOR IMMEDIATE RELEASE

TOMY INTERNATIONAL ANNOUNCES NEW, CONSOLIDATED, EASY-TO-NAVIGATE WEBSITE

TOMY consolidates its portfolio of infant, toy and vehicle brands into an all-new website with advanced search and navigation capabilities, just in time for holidays

OAK BROOK, IL (December 7, 2018) — Today, TOMY International, a leading global designer, producer and marketer of toys and infant products, announces its newly consolidated website featuring each and every award-winning brand from the company. The new www.tomy.com includes advanced navigation, an updated layout, expanded content including videos and product instruction, and the ability to share a cart across all brands; creating a more convenient holiday shopping experience for their valued customers.

“Our customers have been requesting the ability to shop across all our TOMY brands through one website, and we are thrilled to unveil our new consolidated site in time to meet holiday orders,” states Pete Henseler, President of TOMY International. “Our new tomy.com site allows our customers to easily shop for all TOMY brands, including KiiPix, Stink Bomz, Boon, The First Years, John Deere, JJ Cole, Lamaze and more, and to put all brands in a single, shared cart.”

A modern design has replaced the former site’s layout, and enhanced navigation makes it easier for individuals to find just what they’re looking for. Email registration for key brands as well as detailed search options are also now available, with highlights including shop-by-brand or age, making it easier to find a specific gift for any age group.

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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