



IN PARTNERSHIP WITH ELECTRONIC ARTS AND RETAIL MONSTER, TOMY AWARDED LICENSE FOR *PLANTS VS. ZOMBIES* VIDEO GAMES SERIES

OAK BROOK, Ill. – (October 22, 2020) – [TOMY International, Inc.](#), a leading global designer, producer and marketer of a broad range of innovative, high-quality toys, has signed a deal with Electronic Arts Inc. (NASDAQ:EA), brokered by licensing agent [Retail Monster LLC](#), to bring the *Plants vs. Zombies* video game characters to life via plush.

Plants vs. Zombies is the outrageous tower defense classic where players pit their loyal plant squad against the zombie peril, fending off boss invasions and banding together with friends to help save their small town. With over 1.2B installs to date, the popular franchise is looking at granting its fans new adventures with future content releases.

Developed by TOMY's Club Mocchi- Mocchi- brand, the line will include a variety of super soft, super squeezable and super huggable plush.

"*Plants vs. Zombies* is a wildly popular video game franchise and we're thrilled to be the licensed partner that gets to bring its characters to life in plush," said TOMY's Director of Global Brands Morgan Weyl. "Many of Club Mocchi- Mocchi-'s most popular plush toys are characters and accessories from beloved video games, so we're excited to bring a little piece of *Plants vs. Zombies* into gamers' homes around the world."

"TOMY's Club Mocchi- Mocchi- brand is renowned for its bespoke plush format, and we're thrilled to delight *Plants vs. Zombies* fans with what will surely be an in-demand range of iconic plush characters," said Retail Monster's Founder & CEO Michael Connolly.

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](#) and [Instagram](#).

About Electronic Arts Inc.

Electronic Arts (NASDAQ: EA) is a global leader in digital interactive entertainment. The Company develops and delivers games, content and online services for Internet-connected consoles, mobile devices and personal computers.

In fiscal year 2020, EA posted GAAP net revenue of \$5.5 billion. Headquartered in Redwood City, California, EA is recognized for a portfolio of critically acclaimed, high-quality brands such as EA SPORTS™ FIFA, Battlefield™, Apex Legends™, The Sims™, Madden NFL, Need for Speed™, Titanfall™ and Plants vs. Zombies™. More information about EA is available at www.ea.com/news.

FIFA, Battlefield, Apex Legends, The Sims, Madden NFL, Need for Speed, Titanfall and Plants vs. Zombies are the property of their respective owners and used with permission. PlayStation is a registered trademark of Sony Interactive Entertainment Inc.

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.

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Media Contact for TOMY:

Hollywood Agency

Monica Higgins for TOMY

monica@hollywoodagency.com

781-749-0077 x22