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FOR IMMEDIATE RELEASE

TOMY Brings Changes to the Girls’ Aisle with Introduction of Treena and Friends

One of Japan’s most popular and enduring toy brands arrives in the U.S.

OAK BROOK, IL (February 12, 2012) – TOMY, a leading global designer, producer and marketer of toys and collectible products sold to preschoolers, youths and adults, unveils the innovative and all-new Treena and Friends brand at American International Toy Fair 2012 (Booth #2275). With this launch, TOMY introduces young girls in the U.S. to a brand with 30+ years of consumer appeal. Featuring adorable collectible characters, mini playsets and larger feature playsets Treena and Friends is the only small doll line with expression changing characters and one-touch, magically expanding playsets. Treena celebrates friendship, individual expression and nature. Ideal for girls ages 3-6, the Treena line offers a unique way to discover friendship through storytelling.

Treena and Friends Figures
For the 2012 debut, the Treena and Friends line will include more than 20 unique, collectible figures with whimsical facial expressions. With one simple touch, each character’s face magically changes between two distinct facial expressions. Fun to collect all 20, the Treena figures are sure to make imaginative play more interactive and are ideal for encouraging social and emotional development. Small enough to hold in the palm of a child’s hand, each figure also has a distinguishing look and personality reflected in their clothing and coloring, and comes complete with an activity booklet to introduce young girls to the world of Treena. Characters include:

- Treena, Flutter, Lucky, Grapevine, Orchard, Truffle, Unicorn, Roselle, Wings, Twinkle, Petal, Cara

Treena and Friends Mini Playsets
Themed Mini Playsets come complete with a Treena figure and accessories, and are great for on-the-go fun or can be connected to the Treena and Friends Treehouse Playset for more expansive, imaginative play.

- Treena’s Lemonade Stand
  The lemonade stand is a sweet treat for Treena and her friends. Open the lemon to reveal a lemonade stand complete with pitchers and glasses. This set also comes with connectors to attach it to the Treehouse Set. Ages: 3 and up. MSRP: $9.99–$11.99

- Strawberry Bake Shop
  Treena and friends are baking up fun in this mini playset complete with bakery chairs, yummy cakes and a specially decorated Roselle figure. This set also comes with connectors to attach it to the Treehouse Set. Ages: 3 and up. MSRP: $9.99–$11.99

- Grapevine’s Donut Shop
  Pop open the bunch of grapes to reveal Grapevine’s Doughnut Shop, complete with plates, delicious doughnuts and a specially decorated Grapevine figure. This set also comes with connectors to attach it to the Treehouse Set. Ages: 3 and up. MSRP: $9.99–$11.99

(more)
Treena and Friends Playsets
In addition to the figures and mini playsets, the Treena line will include a variety of playsets that also feature one-touch expansion. The entire Treena and Friends line provides the perfect opportunity for wholesome and age-appropriate play in the girls’ category.

**Treena and Friends Apple Hospital Playset**
An apple a day keeps the doctor away! With one touch of the stem, the apple magically opens into the Apple Hospital. Set up the bed, table and chairs and help nurse Treena keep all her friends healthy with special bandage stickers. Ages: 3 and up. MSRP: $14.99–$16.99

**Treena and Friends Mushroom Restaurant Playset**
Waitress Treena is serving up fun and friendship at the Mushroom Restaurant. Press down on the butterfly lever on top of the mushroom to reveal the restaurant scene; press the butterfly lever again to raise and lower the oven to cook up the food. One table and two chairs are included to ensure that Treena and her friends can eat together at the Mushroom Restaurant. Ages: 3 and up. MSRP: $14.99–$16.99

**Treena and Friends Strawberry Fruit Shop Playset**
With one touch, the strawberry magically expands into the Strawberry Fruit Shop! Bring Treena to the top of the Strawberry and drop the fruit into the sorter. This playset includes Strawberry Treena and tons of Fruit Shop accessories. Ages: 3 and up. MSRP: $19.99–$21.99

**Treena and Friends Treehouse Playset**
The Treehouse Playset will be a hot holiday item, allowing girls to enjoy hours of imaginative play within the world of Treena. With just one touch, the tree expands into a deluxe party Treehouse with three levels of play space for Treena and all her collectible friends! Crank the lever to move Sprinkle and Party Treena between floors at the party. Accessories for this set include furniture for the Treehouse and a fun swing and slide to play on the outside. Ages: 3 and up. MSRP: $39.99–$41.99

**About TOMY International**
TOMY International [www.tomy.com](http://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®, Ertl®, Johnny Lightning® and Tomica® brands as well as products for mothers, infants and toddlers marketed under its The First Years®, Lamaze, JJ Cole® Collections and Boon® brands. TOMY International also markets its products under popular and classic licensed properties such as Thomas & Friends, Chuggington, Dinosaur Train, John Deere, Disney’s Winnie the Pooh, Princesses, Cars, Fairies and Toy Story, and other well-known properties. TOMY International’s mission is to inspire and fulfill the dreams of children and parents worldwide. 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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