

TOMY International

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FOR IMMEDIATE RELEASE

TOMY International Announces New 4-in-1 Remote Control Bottle Warmer from The First Years

Innovative essential designed to simplify mother and baby's routine hits retail nationwide; is selected by Kourtney and Khloe Kardashian as a "must-have" baby registry item

OAK BROOK, IL – (March 15, 2018)—TOMY International, a leading global designer, producer and marketer of innovative, high-quality infant and toddler products, is excited to unveil the first of many upcoming innovations for new parents and babies with the 4-in-1 Remote Control Bottle Warmer from The First Years. This revolutionary appliance, which has recently been selected by Khloe Kardashian for her baby registry on Amazon.com, www.amazon.com/KhloeKardashianBabyEssentials, changes the bottle warmer playing field with a simple one-touch remote that streamlines middle-of-the-night feedings. Unlike anything else on the market, The First Years 4-in-1 Remote Control Bottle Warmer lets parents prepare and keep a bottle cool, preset a warming time and activate by wireless remote to quickly warm the bottle. The 4-in-1 Remote Control Bottle Warmer also heats baby food jars and sanitizes pacifiers and is available now at Target, Babies "R" Us, Buy Buy Baby, Walmart and Amazon.com in the United States (suggested retail \$69.99).

"The First Years has been a trusted brand for more than 60 years and has a rich heritage of bringing innovative products to market that support parenting," said Annamaria Dooley, Vice President of Marketing and New Development for The First Years. "We have seamlessly blended innovation with a sleek design in a need-based product that sets The First Years apart and paves the way for even more innovation going forward."

The First Years helps parents prepare for the unpredictable moments life throws at them on the journey of parenthood. Perfect for both breast milk and formula, The First Years 4-in-1 Remote Control Bottle Warmer comes with a built-in warming time reference chart. The unit keeps a bottle cool for up to eight hours and then warms the bottle with a simple press of the remote when baby wakes during the night.

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, Pokémon, Sonic the Hedgehog, 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.