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FOR IMMEDIATE RELEASE

RETRO-COOL KiiPix™ POISED TO TOP HOLIDAY 2018 WISH LISTS

KiiPix, the affordable, portable instant photo printer that turns smartphone photos into hard-copy keepsakes, makes holiday giving a “snap!”

OAK BROOK, IL (September 25, 2018) — With trend experts predicting that nostalgia and retro themes will be big 2018 holiday gift drivers, TOMY International steps up to the plate with the release of KiiPix™, **an affordable instant picture printer that produces retro-stylized photos from any smartphone.** KiiPix recently launched in 12 countries around the world and is now available in Canada at Toys R Us Canada, Walmart Canada, Hudson’s Bay Company, Home Outfitters and Showcase, as well as on Amazon.ca. KiiPix has been well-received by industry experts and enthusiasts and is on its way to selling one million units worldwide in its first year.

“KiiPix makes the perfect gift for such a wide range of people on everyone’s holiday list, and that broad appeal is one of the reasons it has had such a strong reception in its first few months on the market,” states Peter Henseler, President of TOMY International. “KiiPix brings that sought-after retro touch to technology, in a simple, affordable photo printer that doesn’t require batteries, electrical power or apps and retails for less than \$50.”

KiiPix creates vintage-inspired printed photos, transporting treasured images from the digital world into the physical. KiiPix is easy to use, making it a “snap” (pun totally intended!) to capture, print, and share. With no need for batteries, an electric source/outlet or special app, KiiPix creates retro-style printed photos from any smartphone’s camera roll. Simply place any smartphone on the KiiPix instant picture printer, and print keepsake photos to share, swap or display. Film sold separately. SRP: \$49.99 Age:13 years and up.

As KiiPix has rolled into retail outlets worldwide, consumers have been identifying new uses for KiiPix, ranging from printing photos of their favorite anime characters and celebrities, to capturing special moments at birthday parties, weddings and so much more. KiiPix

combines the analog qualities of instant cameras with the digital qualities of smartphones, which is the key to its global popularity.

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 First Years®, JJ Cole® Collections and Boon® brands. TOMY International also markets its products under popular licensed properties such as John Deere, 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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