



## **ZINK Imaging and TOMY Company, Ltd. announce product development, branding, and marketing partnership**

*Partnership to develop range of digital printing products based on ZINK™ Zero Ink™ technology*

**Waltham MA., January 7, 2008** – ZINK Imaging and TOMY Company, Ltd., today publicly announced their collaboration on the development, branding, and marketing of a new family of printing products that leverage ZINK Imaging's inkless printing technology. The first TOMY branded ZINK-enabled product will be available in 2008. The partnership has plans for a number of ZINK-enabled products.

ZINK technology provides TOMY with a technology platform from which the company will brand and launch a new generation of printing products that are small, simple, mobile, earth friendly, and affordable. Powering these ZINK-enabled products is the ZINK Paper™. The patented ZINK Paper is an advanced composite material with embedded yellow, magenta and cyan dye crystals. A ZINK-enabled printer uses heat to activate and colorize these crystals. The printing process is now radically simple. Just add paper™ and print.

Founded in Tokyo, Japan, TOMY (known as Takaratomy in Japan) is a multi-billion dollar company that has a rich eight-decade history of developing and manufacturing a broad portfolio of exciting and educational toys, games, video games and other electronics for consumers of all ages. Known for its innovation, quality and safety, TOMY's mission is to produce consumer technology that entertains and inspires both children and adults.

"TOMY's creates products that entertain and inspire consumers," said President & CEO Kantaro Tomiyama, TOMY Company. "ZINK Imaging has invented one of the most innovative technologies we've seen in decades; we look forward to working with ZINK Imaging to develop cutting edge consumer products based on the revolutionary ZINK Technology with our entertainment know-how for young audience and our unique marketing."

"Our technology turns printing into a magical and fun experience," said Wendy Caswell, President and CEO ZINK Imaging. "Its years of delivering innovative products makes TOMY a perfect partner. Together, we will deliver upon our shared mission of bringing to market many ZINK-enabled products that will spark the imagination and make consumers smile."

**About ZINK Imaging**

ZINK Imaging Inc., a privately held company, was founded to enable millions of customers to enjoy the magic of ZINK™ Zero Ink™ products. ZINK Imaging's headquarters and research and development labs are in Massachusetts, with a state of the art manufacturing facility in Whitsett, North Carolina. For more information, please visit [www.ZINK.com](http://www.ZINK.com).

**About TOMY Company, Ltd.**

Takara and TOMY merged in 2006 creating a new, global force in toys, children's merchandise and entertainment. The merged company is called TOMY Company, Ltd. in English but in Japanese uses the combined name, TAKARATOMY. The company manufactures a broad range of products based on its own brands which include TOMICA, Choro-Q (aka Penny Racers), Plarail, ZOIDS, Transformers, , , Licca, Nohohon-Zoku (aka, Sunshine Buddies) and TOMY brand baby care products such as baby monitors, carriers etc. The new TOMY also produces and/or sells a wide variety of toy brands under license, such as Thomas & friends, Disney, Kirarin Revolution, Pokemon, NARUTO, The Game of Life, Rockman (aka Megaman) and Animal Crossing. More info available at [www.takaratomy.co.jp](http://www.takaratomy.co.jp)

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