

For Immediate Release



May 25, 2021

Brighten up playtime at home! Breathtaking time with family!

Get excited with heated battles!

New combat robots everyone can easily enjoy by shaking fists

In a surprising gimmick, the pilot will be blown off when knocked out!

Exhilarating combat robots “Butto Buster”

To be launched Saturday, June 26, 2021

~A series of dueling videos to be released including a father-and-son duel between
Abareru-kun and his son, Chibireru-kun~

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release “**ButtoBuster Battle Set**” (SRP: JPY 6,930/tax included), a set of exhilarating combat robots operated by shaking fists, as well as two single units, on Saturday, June 26 at toy stores, toy sections of department stores and mass retailers throughout Japan, online stores, selected bookstores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc. TOMY Company plans to launch these products globally in the future, including Japan and other Asian countries.



See the video
on how to play
from here

[For illustrative purposes] Making a hit for the second time

(When you make a hit for the second time, the opponent’s figurine will be blown off)

“**ButtoBuster**” is a combat robot with which you can enjoy fights with exhilarating gimmicks by operating them with punching moves while holding 2.4 GHz wireless controllers in both hands. The main unit of the robot is a combat robot, approximately 9 cm tall, in the form of a powered suit with a near-futuristic design, which a pilot figurine can climb aboard. With the robot throwing a right-hand punch when you shake the controller in your right hand, and a left-hand punch when you shake your left hand, you can operate the robot intuitively as if it is your double.

When you hit your opponent’s weak spot for the first time, the harness pops up, and when you knock out your opponent with a second hit, the opponent’s pilot shoots up in the air, determining the winner. With the surprising and exhilarating gimmick of a pilot popping out, the outcome of a fight is clearly indicated. Furthermore, the controllers play battle music during a fight and announce knockouts by automatically judging the outcome with an auto referee function, hyping up the battle even more.

There are a variety of ways to play, including the “Battle Mode” for duels, the “Challenge Mode” and the “Auto Pilot Mode” for training alone, and the “Battle Royale Mode” in which two to four players can enjoy a multiplayer match. With “ButtoBuster,” which combines the exciting elements of both a “digital game” and a “physical robot battle” with simple controls, all generations including families and friends can enjoy refreshing time together at home.

Based on the product’s feature of blowing off the opponent, web-distributed videos of “Dream Matches” will be released starting Tuesday, May 25. The first episode is a video of “Abareru Battle with Father and Son! Fierce Duel!” featuring a comedian Abareru-kun and his son, Chibireru-kun.

(URL: youtu.be/CzrCLvVEUk4)



Abareru-kun and Chibireru-kun

How to play

★Preparation and controls★



(1) Set the pilot figurine in the main unit and lower the harness.



(2) Shake the right controller to throw a right-hand punch, and shake the left controller to throw a left-hand punch.

★For duels★<Battle Mode>

• The battle starts with a call of “three, two, one, fight!” When you make the first hit, the safety harness opens up.

With the second hit, the opponent’s figurine shoots up in the air.

★Single-player★<Challenge Mode / Auto Pilot Mode>

• The “Challenge Mode” has a 30-second time limit. You can train or race with others using things you have at home.

• In the “Auto Pilot Mode,” you can put a main unit on auto pilot. Two sets of main units and controllers are required.

If the match is not set within one minute, a sound will call off the fight and a draw will be announced.

★Two to four players★<Battle Royale Mode>

• In the “Battle Royale Mode,” up to four units can fight at the same time. Two to four sets of main units and controllers are required.

• Each player takes turns to enter for the battle, and when everyone is entered, the battle starts with a call of “three, two, one, fight.”

A voice will call “KO” for units that have lost, and a voice will announce the last surviving unit as the “champion.”



Web-Distributed Videos: Best of Three Dream Match

A series of web-distributed videos featuring “Best of Three Dream Matches,” in which clear-cut outcomes and exhilarating wins are shown with intuitive and thrilling battles, will be released starting on Tuesday, May 25.

◆First episode◆

“Father-and-son Abareru Battle with Abareru-kun and Chibireru-kun!! A surprise entry from his wife!?”

Streaming: Starting at 11:00 a.m. on Tuesday, May 25

URL: youtu.be/CzrCLvVEUk4



• Message from Abareru-kun

“Win or lose, it was so exhilarating! You can keep playing forever because you’ll get better and better if you practice! Salisbury steak, steak, cheese fondue. I board the ButtoBuster when I have something I really want to eat!”

• Message from Chibireru-kun

”It was amazing! Everyone let’s play together!! Awesome!!”

• Message from Abareru-kun’s wife, Yuka-san

“With the two boys hyped up, I got so excited cheering for them! I’ll challenge them to a duel everyday before dinner!”



Abareru-kun

NEMI and KOYA from “Kids Line,” the No. 1 kids’ YouTuber in Japan with over 10 million subscribers!

Streaming: Starting at 7:00 a.m. on Wednesday, May 26

URL: youtu.be/KGh_M4nbbLU



“KOYA VS NEMI”

◆Third episode◆ To be launched in Summer 2021

Product Outline

Launch date in Japan: Saturday, June 26, 2021

Recommended Age: 6 years and up

Sales Channels: Toy stores, toy sections of department stores/mass retailers throughout Japan, online stores, selected bookstores, TOMY Company's official online store "Takara Tomy Mall" (takaratomy.com), etc.

Official Website: www.takaratomy.co.jp/products/bb/

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Sales Target: 200,000 units

"ButtoBuster Battle Set (Red "Don" Buster/Blue "Baki" Smash)"

SRP: JPY 6,930 (tax included)

Package Contents: ButtoBuster main unit × 2, pilot figurine × 2, controller × 2

* Batteries are sold separately: AAA battery × 5 × 2 units required

Dimensions: Approx. W 130 × H 90 × D 75 mm (main unit)
 Approx. W 35 × H 68 × D 22 mm (pilot figurine)
 Approx. W 30 × H 117 × D 52 mm (controller – large)
 Approx. W 30 × H 83 × D 42 mm (controller – small)



Controller



(left)
Blue "Baki" Smash

(right)
Red "Don" Buster



Battle Stage

* Gift with purchase of Battle Set
* While supplies last

ButtoBuster Single Pack White "Gan" Bomber/ButtoBuster Single Pack Black "Zun" Crusher

SRP: JPY 3,850 (tax included)

Package Contents: ButtoBuster main unit × 1, pilot figurine × 1, controller × 1

* Batteries are sold separately: AAA battery × 5



White "Gan" Bomber



Black "Zun" Crusher

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For product inquiries from consumers, please contact:

TOMY Customer Service (Japanese only) Tel: 0570-041031 (Navi-Dial)