



For Immediate Release

March 15, 2022

Rollout of “BEYBLADE BURST” “Burst Ultimate Layer Series!”

**Project to inspire children nationwide: Release of “BEY-BASSADOR,”
the BEYBLADE ambassador**

**Notification of March 15 (Tuesday) start date for acceptance of registrations for participation in
“Tournament BEY-BASSADOR” events open to the general public**

**“Hello Kitty,” “Oha Suta,” and “COTE D’AZUR” appointed to serve as
“Official BEY-BASSADOR” !**

TOMY Company, Ltd.



“Tournament BEY-BASSADOR” events held as “BEYBLADE tournaments at home” with friends and family!



Hello Kitty serving as “Official BEY-BASSADOR” ambassador!

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will roll out the new **“Burst Ultimate Layer Series”** from “BEYBLADE BURST” in April 2022. Before launching the new series, we will kick off the **“BEY-BASSADOR” event** serving as ambassador for the BEYBLADE modernized version of Japanese “bei-goma” battling tops.

“BEY-BASSADOR” spread the joy of BEYBLADE serving as BEYBLADE ambassadors. There are two types of “BEY-BASSADOR” events: **“Tournament BEY-BASSADOR”** and **“Official BEY-BASSADOR”** events. “Tournament BEY-BASSADOR” events are mainly open to the public and entail spreading the joy of BEYBLADE by holding tournaments with immediate family members, relatives and friends. Meanwhile, “Official BEY-BASSADOR” events enliven BEYBLADE particularly through collaborative events for which popular characters, television programming, companies and other such representatives have been appointed. The events are planned to enlist our desire to inspire children nationwide across Japan through “BEYBLADE.”

As for the first round of the “BEY-BASSADOR” event, the general public may register to participate in “Tournament BEY-BASSADOR” beginning on Tuesday, March 15, 2022, through the event’s official website (beyblade.takaratomy.co.jp/products). Those who register for the event are eligible to hold a “BEYBLADE tournament at home” using the tournament tools (tournament bracket templates, instruction manual, competition prizes) that are to be sent to homes of registrants. (We will hold a lottery if there are more than a certain number of registrants.)

In addition, we have made the decision to **appoint the “Hello Kitty” character** of Sanrio Company, Ltd., the **“Oha Suta”** informational program for children, and the **“COTE D’AZUR”** karaoke establishment to serve as “Official BEY-BASSADOR.”

We will also appoint **“Kumamon”** to serve as the official ambassador of the “Kumamon Cup” self-sponsored tournament. Special training for the Kumamon Cup official ambassador will be streamed by video and sent through official Kumamon social media accounts.



Rollout of the “Burst Ultimate Layer Series!”

“BEY-BASSADOR” events

What is a “BEY-BASSADOR?”

A “BEY-BASSADOR” is a BEYBLADE ambassador who spreads the joy of BEYBLADE. There are two types of “BEY-BASSADOR” events. First, “**Tournament BEY-BASSADOR**” events are mainly open to the public and entail users spreading the joy of BEYBLADE by holding tournaments with immediate family members, relatives and friends. Second, “**Official BEY-BASSADOR**” events enliven BEYBLADE particularly through collaborative events for which popular characters, television programming, companies and other such representatives have been appointed.



◆ Tournament BEY-BASSADOR

<Details>

(1) **Decide who will participate (4 to 8 people including members of immediate family, relatives and friends) and dates for the event. Then, register through our “BEYBLADE tournament at home” registration website (beyblade.takaratomy.co.jp/info_detail?myPost=5721)!**

Once you have registered, we will send the tournament tools (tournament bracket templates, instruction manual, competition prizes) to your house.

(2) **Hold your “BEYBLADE tournament at home” with the participants using the tournament tools!**

<Registration period>

From Tuesday, March 15 to 24:00, Sunday, April 10, 2022

* We will hold a lottery if there are more than a certain number of registrants.

* Please refer to the “BEYBLADE tournament at home” registration website for information on how to register and other details.



Competition prizes



◆ Official BEY-BASSADOR

We have appointed the “**Hello Kitty**” character of Sanrio Company, Ltd., the “**Oha Suta**” informational program for children, and the “**COTE D’AZUR**” karaoke establishment to serve as “Official BEY-BASSADOR” ambassadors. These ambassadors will convey the appeal of BEYBLADE through various events.

Hello Kitty

Our plans include producing a “Hello Kitty collaboration BEYBLADE” in a special color based on the Hello Kitty design, streaming collaborative video content, and holding events.



Comments from Hello Kitty

“Hello! I’m Hello Kitty! I’m very excited to try BEYBLADE for the first time!
I will do my best to help you enjoy the appeal of BEYBLADE to the fullest!”



Oha Suta

A special energy layer (the “BEY” part) depicting the logo of the “Oha Suta” television program will be produced and events in collaboration with BEYBLADE will be held (Oha Suta is broadcast weekly from 7:05 a.m. Monday through Friday on the network of six broadcast stations affiliated with TV TOKYO).

* Members appointed to serve as BEY-BASSADOR will be announced on the Oha Suta television program.



COTE D'AZUR

Starting on Saturday, April 23, 2022, a “BEYBLADE and COTE D’AZUR” collaborative campaign will be held at 30 locations of the “COTE D’AZUR” karaoke establishment mainly in Japan’s Tohoku, Kanagawa prefecture, Tokai, and Kansai regions.



■ Collaborative drink campaign <30 COTE D’AZUR locations>

Three types of BEYBLADE-inspired collaborative energy drinks are to be available, and every drink order will come with a prize capsule, each with a chance to win items. In addition to decorative stickers, some of the capsules will contain tickets to win a BEYBLADE.

■ **Complimentary use of BEYBLADE** *Available exclusively at establishments offering collaborative drinks (30 COTE D’AZUR locations)

Customers can easily enjoy BEYBLADE even if they come empty-handed, as free Beystadiums and BEYBLADES are available for rent free of charge at the front desk of each COTE D’AZUR store. (Quantities are limited.)

■ COTE D’AZUR-BEYBLADE collaborative rooms (limited to three COTE D’AZUR locations)



COTE D’AZUR-BEYBLADE collaborative rooms

COTE D’AZUR-BEYBLADE collaborative rooms will be featured at three COTE D’AZUR locations: Kanagawa Prefecture’s Sumiregaoka, Aobadai, and Luz Shonan Tsujido locations.

The rooms are equipped with walls featuring COTE D’AZUR-BEYBLADE collaborative designs and Beystadiums. Customers will be able to enjoy special video footage available only at COTE D’AZUR and special performances that enable them to immerse themselves in the world of BEYBLADE.

* In mid-April, COTE D’AZUR will post information regarding participating locations, dates, and other such details on its website (www.cotedazur.jp).

* Collaborative campaign content is subject to change.

**** TOPICS ****

Kumamon appointed to serve as the official ambassador of the “Kumamon Cup!”

We have enlivened the BEYBLADE experience by specially appointing Kumamon to serve as the official ambassador of the “Kumamon Cup” self-sponsored tournament. In addition, special training for the Kumamon Cup official ambassador will be streamed by video and sent through official Kumamon social media accounts.

■ **Official Kumamon Twitter account**

twitter.com/55_kumamon?s=20

Comments from Kumamon

“I hope you are eagerly looking forward to the “Kumamon Cup!”

* Kumamon is not a BEY-BASSADOR ambassador, but instead has been appointed to serve as a “Kumamon Cup” ambassador.



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Overview of toys, “BEYBLADE BURST and BU (Burst Ultimate) Layer Series”

In April 2022, we will roll out the “**Burst Ultimate Layer Series**” from “BEYBLADE BURST.” On Saturday, April 23, 2022, we will release the “**B-197 Booster Divine Belial.Nx.Ad-3**” unit that offers enhanced striking capabilities enlisting its “metal-equipped blade” along with a further boost of power by installing “evolution parts.”

◆ New series fully loaded with the intrinsic capabilities of BEYBLADE, particularly in terms of “strike” and “defense!”

This series offers performance improvements and customizability with the “BU (Burst Ultimate) blade” new parts fully loaded with the intrinsic capabilities of BEYBLADE, particularly in terms of “strike” and “defense!” The new series offers the excitement of rearranging parts given that it is compatible with the DB (Dynamite Battle) Layer System.

<Product Outline>

• **“B-197 Booster Divine Belial.Nx.Ad-3”**

The “B-197 Booster Divine Belial.Nx.Ad-3” features three thin, sharp metal blades that make it possible to launch incisive and severe attacks. It is equipped with an overdrive system that activates a burst lock feature when launching a powerful shot. This is a special attack-type, clockwise-spinning BEYBLADE to which it is furthermore possible to install “evolution gear” parts attached to other products.



Launch Date in Japan: Saturday, April 23, 2022

Recommended Age: 6 years and up

SRP: JPY 1,760 (tax included)

Package Contents: Energy layer base (1), forge disc (1), performance tip (1), instruction manual on how to play correctly (2), sticker (1)

Dimensions: W 62 mm × H 35 mm × D 62 mm

Sales Channels: Toy stores, toy sections of department stores/mass retailers in Japan, online stores, and TOMY Company’s official online store “Takara Tomy Mall” ([takaratomy.jp](https://takaratomy.com)), etc.

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Official Website: beyblade.takaratomy.co.jp/products

Sales Target: One million units of the series in the initial fiscal year

**** New Series Sales Campaign ****

We will carry out a sales campaign commemorating rollout of the “Burst Ultimate Layer” series.

(1) L-gear JYARYU Ver. GET Campaign

In conjunction with our release of the new product, “B-197 Booster Divine Belial.Nx.Ad-3,” those who purchase “BEYBLADE BURST” series items of JPY2,000 (tax included) or more will receive a complimentary “L-gear JYARYU Ver.” evolution gear accessory in a special color.

Campaign Period: From Saturday, April 23, 2022 *Offer valid as long as promotional items are available

(2) Ultimate Driver GET Campaign

We will give away rare parts to 300 winners by drawing from among those who purchase BEYBLADE BURST “Burst Ultimate” series (B-197 or later) products and send in their bar codes.

Campaign Period: From Saturday, April 23 to Sunday, June 12, 2022

■ About “BEYBLADE”

“Beyblade” battling tops, debuted in 1999, are a modernized version of traditional Japanese battling tops known as “*bei-goma*.” Featuring highly detailed design, the Beyblade units may be customized by replacing the parts. The “customizable battling tops” may be spun easily by anyone using special “launchers.” Thus far, throughout the three series including the first generation “Beyblade” (since 1999), the second generation “Metal Fight Beyblade” (since 2008), and the third generation “Beyblade Burst” (since 2015), which continues to date, over 500 million units have shipped cumulatively in more than 80 countries and territories around the world (as of 2021). Each series has created a craze in many countries across the world including Japan.

For press inquiries, please contact:

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For product inquiries from consumers, please contact:

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