

January 31, 2023

Exciting classic retro action game “Athletic Land Game”

Launch in Japan of a sequel after 44 years’ wait! The theme of the second installment is “the Sea”

“Athletic Land Game Sea Adventure”

To be launched on Thursday, March 23, 2023

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release “Athletic Land Game Sea Adventure” (SRP: JPY 3,850/tax included), its exciting and thrilling action game that puts fun at your fingertips, on Thursday, March 23, 2023 at toy stores, toy sections of department stores and mass retailers nationwide, online stores, and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc. This product is the second installment to the “Athletic Land Game” product released in March 2022.

The first installment, “Athletic Land Game,” was based on its namesake product that was released in 1979, the Showa era of Japan. In contrast, the second installment, “Athletic Land Game Sea Adventure” is a “reverse import” as it is based on the product that was a big hit overseas, and it is being launched in Japan as a new work born in the newly-begun Reiwa era of Japan. After a 44-year journey, the sequel to a game born in the Showa era is being released domestically.



Above: The game being played

Left: “Athletic Land Game Sea Adventure”

The theme of “Athletic Land Game Sea Adventure” is “the Sea” and it has been developed to create the fun of playing “water athletics” in a marine setting. It is an analog game in which you place a ball on the main body of the toy that is designed like a marine obstacle course and the aim is to guide the ball around eight obstacles while operating six buttons. This installment is filled with thrilling moments that are different from the first installment, including the “screw road” where the ball is carried by rotating a screw, and the “one, two, splash” where the ball flies into the air dynamically. Furthermore, accessories are included for connecting the game with the first installment “Athletic Land Game,” and the capability to play with them joined together is one new appealing feature.

The popularity of obstacle courses inspired last year’s release of “Athletic Land Game.” The product that was a hit in the Showa era has been revived in the Reiwa era. While it carries this nostalgia, the children today perceive it to be as something that is brand new. In addition to being easy-to-understand and simple to play, it receives extremely positive responses from players of all ages.

“Screwball Scramble” (this is the name of the overseas brand) has been sold overseas since 1980 to countries

including the United States, United Kingdom, France and Germany, and after the release of Level 2 (second installment in 2020), sales of the “Screwball Scramble” series grew by approximately threefold in 2021 compared with 2019, making it a massive hit with total shipments exceeding 600,000 units (April 2020 to December 2022). This is the “reverse import” of that “Screwball Scramble Level 2” and is being sold in Japan as Japan’s second installment: “Athletic Land Game Sea Adventure.” Just as with the original game, the simple rules allow a wide range of generations including adults and children alike to enjoy playing this analog game together.

* “Screwball Scramble Level 2” is the name by which “Athletic Land Game Sea Adventure” is sold overseas.

Features of the Product ~How to Play~

◆ Six buttons for simple control and eight obstacles to overcome

The game is full of challenging and exciting marine-themed obstacles to overcome, such as the “screw road” where the player must rotate a dial in order to advance the ball without it falling and “parasol slider” where the ball is guided by luck while the player is wondering which hole the ball will fall in.

Video URL: youtu.be/ya6CmMDfFuo



↑ Video of how to play

◆ Accessories are provided so that the original and the new installments of “Athletic Land Game” can be linked together!



By connecting the original “Athletic Land Game” with this new installment using the special linking accessory, it is possible to create one long obstacle course.

◆ About the game “Athletic Land Game”

When the first “Athletic Land Game” was released in 1979, obstacle courses were popular among men and women of all ages, and facilities were being built all over Japan, helping people get fit while enjoying nature. Inspired by their popularity, “Athletic Land Game” was created to be played on a board. The arrangement of the buttons in front of the board is well balanced, with each movement of fingers (push, pull, swing, up, down, etc.) cleverly matching the obstacle to be navigated. The game became a big hit all over the world thanks to its design that draws your hands instinctively and the fun factor that makes you want to play again and again.

Furthermore, inspired by the “obstacle course” trend, which has garnered popularity from recent outdoor games, the release of “Athletic Land Game” in March 2022 marked the toy’s revival in the Reiwa era as a fun way to spend time at home. The manner of playing the game and the obstacle course was not changed from the original product. The design also maintained a look reminiscent of the original era. In addition, the price was set at JPY 3,000 (tax excluded, SRP). Through such measures, the game offered a nostalgic experience for older players while for players experiencing it for the first time, it offered the Showa-era retro feel that is somehow nostalgic, and it was a massive

hit.



“Athletic Land Game” released in 1979



“Athletic Land Game” released in 2022

The overseas version of “Screwball Scramble” has been sold since 1980, and to date, it has been enjoyed as a classic product all around the world, including in the United States, the United Kingdom, France, and Germany.



“Screwball Scramble” game and packaging that is being sold overseas



“Screwball Scramble” Level 2

Recommendation from Toshiyuki Shiomi, professor emeritus at the University of Tokyo



This product presents children with many trial and error opportunities as they try to reach their goals. This allows players to develop their critical thinking through discerning and analyzing the mechanism of the game. It also increases their fine motor skills by providing practice in subtle movement and adjustment. The sense of accomplishment when you reach the goal leads to confidence that you can do it if you try. Repeated attempts, even if unsuccessful, inspire us to develop **resilience, which is the spirit of persistence and never giving up**, something that today’s society needs.

Gaining experience working with your hands in the analog world at a young age will enrich your life later on. I think this product is a game that expresses this kind of analog world very well.

<Product Outline>

Product Name: “Athletic Land Game Sea Adventure”

SRP: JPY 3,850 (tax included)

Launch Date in Japan: Thursday, March 23, 2023

Recommended Age: 5 years and up

Number of Players: 1 to several players

Dimensions: W 260 mm × H 90 mm × D 320 mm

Product Contents: Main unit (1), parasol slider (1), slope (1), connector (1), balls (2)

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.com)

Copyright: © TOMY

Product Website: www.takaratomy.co.jp/products/athleticlandgame



For press inquiries, please contact:

Public Relations Division, TOMY Company, Ltd. Tel: 03-5654-1280 Fax: 03-5654-1380

For product inquiries from consumers, please contact:

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