

For Immediate Release



April 6, 2023

55 years since its Japan launch in 1968

The eighth generation, the first in seven years, reflects diverse values

“The Game of Life” To be launched Saturday, April 22, 2023

Your choices in life all come down to the spin of a wheel! Character pegs come in six bright colors

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will launch the eighth generation of the flagship board game “The Game of Life” (SRP: JPY5,500/tax included) to celebrate the 55th anniversary in 2023 of the long-selling board game “The Game of Life,” which first launched in 1968, on Saturday, April 22, 2023 at toy stores, toy sections of department stores/mass retailers in Japan, online stores and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.

In addition, to commemorate the 55th anniversary of the Japan launch of “The Game of Life,” various initiatives have been planned such as the launch of collaboration models and projects in cooperation with local governments.



Tokens and Character Pegs

“The Game of Life” is the flagship model based on the theme of **“Life is more fun when it’s filled with variety.”** This is the eighth generation of the flagship model since the first generation was released in 1968, and the 73rd product in the series.

The basic game play remains unchanged: players spin the wheel to move forward, and the one who earns the most money wins. However, in light of today’s more diverse life choices and values, this generation has evolved into a “The Game of Life” that allows players to enjoy a wider range of life choices than ever before. For example, getting married will be decided by the spin of a wheel (if you get an odd number, you will not get married; if you get an even number, you will get married), additional courses for various lifestyles will be included, and the character pegs for the tokens (cars) will now come in four new colors: white, green, red and yellow, in addition to the two colors of pink and light blue that have been used in the past.

New “treasure cards” that reflect the changing times include **“digital art,” “80,000 followers,” and “ultra-high-performance VR goggles.”** The flagship model will continue to incorporate traditional amusing messages on spaces

from the first generation, such as “Sheep eat the neighbor’s orchids” and “Messenger arrives from Mars,” as well as trending phrases such as “**food made from insects**,” “**campsite**,” “**subscription**,” “**online meeting**,” and “**sauna room**”^(*).

(*) Some of these trending phrases also appear in theme line editions of “The Game of Life”

Features of the Product

◆ “The Game of Life” that mirrors the changing times ~Spaces, occupations, and treasure cards full of trending phrases

Examples of Amusing Messages on Spaces

Amusing messages on spaces are filled with trending phrases such as “Invent photogenic **food made from insects**,” “**Campsite** is disappointingly even more crowded than the city,” “Pet’s appearance in **online meeting** makes everyone happy,” “Don’t know how to **subscribe**,” “Install security cameras to prevent theft from **porch delivery**,” “Build a **sauna room** in the garden,” “**Weekend farming** produces a great harvest!” It also incorporates a sense of fun, such as hidden messages about life having its “ups” and “downs,” the catch copy of The Game of Life, which appear when two spaces are read vertically.



Occupations



Features a total of 31 occupations

Treasure Cards



Treasure cards have also been updated to reflect the changing times

◆ 4 additional courses that can be combined with the basic stage

You can customize based on your preferences and playing time by combining additional areas.

The number and type of pieces that connect to the basic stage, the main board, will change the course you take during the game. Combining the four additional areas (Junior Area, Travel Area, Next Area, and Chance Area) will create a total of 16 different patterns.

Junior Area: You can play through life from childhood to pre-employment. This area features amusing messages for children on board spaces, such as “Learn how to make shiny mud balls” and “Come home after forgetting to go to after-school activity.” In this area, it is possible to find employment earlier than usual and get treasure.

Travel Area: This area is divided into two courses, the “Adventure Course” and the “Resort Course,” where you can enjoy a change of pace in life, and each course has occupations and treasure cards that can only be found in that area.

Chance Area: From getting treasure cards to upgrading your occupation, you will have a chance to make a big difference in your life.

Next Area: This area features a bit of luxury and allows you to take on new challenges, such as “Tantalize your taste buds with gourmet food” or “Your film is shown at a film festival.” There are plenty of opportunities to get treasure and turn the tables before the end of the game.

About various “The Game of Life” initiatives

◆ Collaboration with Okazaki City, Aichi Prefecture: “Okazaki Golden Senior Game of Life”

The “Okazaki Golden Senior Game of Life” was created in collaboration with Okazaki City, Aichi Prefecture, to promote the positive senior lifestyle of living your post-retirement life as you want to. It has been distributed by Okazaki City since November 2022.

Spaces contain events that are unique to Okazaki City, and the original Okazaki City design also features characters such as Mamekichi, the Okazaki City character for health and dietary education, and Okazaemon. The game allows

players to experience simulated aging by including information on maintaining your health, preventative care, and community activities and systems. It was developed through interviews and test plays with senior citizens in Okazaki City. The game also includes many activities to make seniors happy, such as the “Same Here! Story Time Space” in which players share their own experiences according to a theme, and “Stretch Time.”

◆ Collaboration with Sado City, Niigata Prefecture: “Real Golden Island SADO Stamp Rally”

This project was a collaboration with Sado to commemorate the launch of “The Game of LIFE Golden Dream” in October 2022. Sado Island, a “Real Golden Island” boasting the historical site of the Sado Gold Mine, which once flourished as the largest gold and silver mine in Japan, will be modeled after a Game of Life course, letting visitors travel around this “Golden Island” in search of golden treasure in a game-like stamp rally.

Spaces featured on the course convey the charm of Sado, and are based on suggestions submitted by participants at an event hosted in Sado City in August 2022, and the ones that were chosen are able to convey the charm of Sado to visitors to the island. What’s more, one person who finishes the stamp rally will be selected at random to win a pure gold car token and silver character pegs the same size as the car token and character pegs within the actual game (produced by Ginza Tanaka (Tanaka Kikinzoku Jewelry K.K.)). The Sado Island Course used in this stamp rally can be played in combination with the actual “The Game of LIFE Golden Dream.”

- **Event period:** Tuesday, November 15, 2022, to Wednesday, May 31, 2023
- **How to join:** Stamp the stamp rally card (available at three locations across the island) at all three locations and show your stamp card at the Tourist Information Center to be entered into a drawing for the prize.
- **Stamp card and stamp locations:** Inside the Sado Tourist Information Center (Ryotsu Port), Aikawa Tourist Information Center (inside Kirarium Sado), and Minami-Sado Tourist Information Center (inside Marine Plaza Ogi)
- **Details:** www.takaratomy.co.jp/products/jinsei/event/2210_sado/

◆ Offering online class “SDGs Game of Life Project for Everyone”

TOMY Company has been offering the online class “SDGs Game of Life Project for Everyone” at schools across Japan since 2020, where students can learn about the SDGs through “The Game of Life” in order to realize a future where no one is left behind. This activity aims to support next-generation education, and the number of participants nationwide exceeded 10,000 in February 2023.



In this class, students learn about the SDGs initiatives of the TOMY Group and recognize both good points and issues in their local communities by “Making Spaces for The Game of Life.” It also encourages students to think about these issues and take action to solve them.


Another goal of the class is for students to experience first-hand the importance of working together to achieve goals and learn about the importance of communication. This is achieved by having each student bring their own ideas to the school (class) and complete a poster together for the SDGs Game of Life.

◆ Hosting the “Machi Asobi Game of Life” event featuring shopping districts across Japan

The “Machi Asobi Game of Life” is a real game of life set in shopping districts. In this event, stores in the shopping district are used as spaces from The Game of Life. Participants walk around the stores according to the numbers they spin on the wheel and exchange special currency with shopkeepers as they aim for the goal. Participants create new encounters and interactions between “town and people,” “stores and people,” and “people and people” by walking through the town.

The “Machi Asobi Game of Life” event began in July 2013 when Hiroshi Tanaka, an employee at Izumo City Hall, first proposed the idea and it was implemented in a small shopping district in Izumo City. This year marks the 10th anniversary of the event. The “Izumo Machi Asobi Research Institute” NPO was later established to popularize the event throughout Japan. To date, it has been held a total of 55 times in 33 shopping districts throughout Japan.

Product Outline

Product Name:	“The Game of Life”	
SRP:	JPY 5,500 (tax included)	
Launch Date in Japan:	Saturday, April 22, 2023	
Recommended Age:	6 years and up	
Number of Players:	2 to 6	
Board Size:	595 (w) x 38 (h) x 490 (d) (mm)	
Product Contents:	Game board with roulette wheel (1), additional area boards (4), skyscraper parts (1), bridge (1), suspension bridge (4), houses (other than those attached to the game board) (3), car tokens (6 colors 1 each), flags (6 colors 1 each), character pegs (6 colors 10 each), occupation cards (15), change job cards (5), treasure cards (16), money (dollar bills) pack (1), share certificates (30), insurance certificates (24), bill holder tray (1), bill holder sheet (3), game guide (1)	
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:	© 1968, 2023 Hasbro. All Rights Reserved. © TOMY	
Product Website:	www.takaratomy.co.jp/products/jinsei/product/jinsei_8th	

About “The Game of Life”

“The Game of Life” is a board game where a player spins the wheel and moves forward the space, aiming to become a billionaire experiencing various events in life. It was launched in September 1968 in Japan during the period of high economic growth with the TV commercial starting with a catch copy of “Life has its ups and downs.” The first generation “The Game of Life” in Japan was close to the literal translated edition of “THE GAME OF LIFE” which was launched in 1960 in the United States. Since then, contents of the game became a Japanese original from the third generation launched in 1983, constantly developing as a game with topicality while reflecting aspects of life and trend of the period.

Broadly speaking, there are two development categories of “The Game of Life”: (1) the flagship “standard edition” and (2) “theme line edition” which adopts character collaboration and trending events. This product is the eighth generation of the “standard edition,” and the 73rd in “The Game of Life” series.

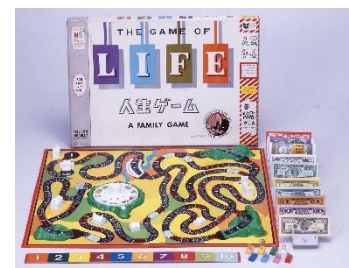
www.takaratomy.co.jp/products/jinsei

Reference ~History of the flagship model~

www.takaratomy.co.jp/products/jinsei/history/index.html

• “The Game of Life” (first generation), launched in 1968

Launched as part of the Takara American Game Series, it became a **big hit with the TV commercial starting with a catch copy of “Life has its ups and downs.”** The design of the board follows that of the U.S. version, and the amusing messages on spaces were translated literally into Japanese. The large scale of the amusing messages on spaces symbolize the golden age of the 1960s in the U.S.



—Examples of Amusing Messages on Spaces

“Inherit a farm” “Messenger arrives from Mars” “Sheep eat the neighbor’s orchids”

• **“The Game of Life” (second generation), launched in 1980**

Following the major design change to the U.S. version, the Japanese version was redesigned accordingly. The course was changed from curved to **straight lines**, and the backdrop design was also changed from simple color coding to a more **colorful design** with detailed **illustrations filling the board**.



—**Examples of Amusing Messages on Spaces**

Amusing messages on spaces have been made more specific and dramatic than the first generation, such as “Depart on a trip around the world (first generation)” being changed to “Participate in a round-the-world trip on a luxury cruise ship” and “Win a court case (first generation)” being changed to “Win a court case for damages.”

• **“The Game of Life” (third generation), launched in 1983**

The **Japanese version** of the third generation **underwent a major design change, becoming an original Japanese version.** (All following versions are Japanese original versions.) Design changes include a return to the curved lines of the first generation and major game changes such as the ability to “change jobs,” adding **popular occupations and aspects of life of the time** such as “designer,” “pilot,” and “idol star.” While retaining the traditional amusing messages on spaces, **Japanese original messages** such as “year-end gift” and “New Year’s Holiday” **were also added.**



—**Examples of Amusing Messages on Spaces**

“Send year-end gifts to show your gratitude” “Go on a five-day, four-night ski vacation for the New Year’s Holiday” “Win a Nobel Prize” “Sell ancestral land”

• **“The Game of Life” (fourth generation), launched in 1990**

The illustrations on the board were changed from the detailed, realistic ones that had been used previously to more abstract ones. It also became possible to select and purchase three-dimensional buildings on the board, which had been merely decorative until then, and to “rehouse,” which was the buzzword of the time. Amusing messages on spaces also became more conscious of aspects of life and trends in Japan, and **the original Japanese elements became even more pronounced.**



—**Examples of Amusing Messages on Spaces**

“Host a one-man show at Tokyo Dome” “Start PC communication” “Win Miss (Mr.) World” “Refresh by rehousing”

• **“The Game of Life EX” (fifth generation), launched in 1997**

As the catch copy says, **“There’s more than one way to live,”** and this generation featured “Basic Stage” and “World Stage” boards **for twice the fun.** The “Basic Stage” featured more amusing messages on spaces that reflect aspects of life at the time, such as “Consumption tax increases” and “Buy a cell phone,” while the “World Stage” was about traveling around the world and buying and collecting local specialties. In addition, the previously unpainted buildings on the board were given detailed coloring, making them look more ornate and colorful.



—**Examples of Amusing Messages on Spaces**

Basic Stage: “Relieve stress at karaoke” “Discover a giant stag beetle” “Create your own home page on the internet”

World Stage: “Buy mountains of kimchi in Seoul” “Buy a cruise ship in Macau” “Receive a fine for throwing out garbage in Singapore”

• **“The Game of Life” (sixth generation), launched in 2008**

This generation featured a “Junior Stage” that can be played in about 30 minutes and a “Billionaire Stage” that can be played in about one hour. The design was changed to allow players to enjoy their life from “birth to billionaire acres” if they played the two stages in succession. The “Junior Stage” allowed players to **play from birth to the beginning of their professional careers** for the first time. *Play time is estimated based on four players.



—**Examples of Amusing Messages on Spaces**

Junior Stage: “Already called a prodigy” “Win a bonus candy at the candy shop” “Get a terrible report card”

Billionaire Stage: “Get a part-time job at a hamburger shop” “Go to a three-star restaurant with your partner” “Buy an engagement ring that costs twice your salary”

• **“The Game of Life” (seventh generation), launched in 2016**

Four additional stages were added to make 16 combinations that allowed players to change the story of their lives. The story could be dream-filled or tumultuous and dramatic based on the combination. **Skyscrapers were added for the first time**, and the shape of the character pegs was redesigned to make it easier for children to insert them into the token (car).



—**Examples of Amusing Messages on Spaces**

“Manage assets with AI” “Produce an organic restaurant” “Open an online store that becomes a huge hit!”

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