

人生ゲーム

Travel around the world from 100 years ago, to the present, and 100 years into the future.

For the first time in the history of “The Game of Life”: the ability to enter a time slip with the spin of a second wheel!?! Aim to become a billionaire!

“The Game of Life: Time Slip 100”**To be launched on Thursday, March 21, 2024**

Featuring Japanese words and phrases that were popular during each era, such as “buriki no omocha” (tin toys) from the Taisho era, “bugiugi” (boogie woogie) and “neko no menkyosho” (cat’s license) from the Showa era, and “choberigu” (super very good) from the Heisei era!

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) announces the release of “**The Game of Life: Time Slip 100**” (SRP: JPY 5,500/tax included) as the **76th product** in the board game series “The Game of Life,” on sale from Thursday, March 21, 2024 at toy stores, toy sections of department stores/mass retailers in Japan, online stores and TOMY Company’s official online store “Takara Tomy Mall” (takaratomyall.jp), etc.



“**The Game of Life: Time Slip 100**” is a version of The Game of Life themed around a journey of time-travel through various eras in Japanese history, from the Taisho era to the Reiwa era—and even 100 years into the future. **Players begin by immediately time-warping 100 years into the past. They then proceed on a journey through time and space with the aim of reaching the present day.** The basic rules remain unchanged—players spin the wheel and move the tokens forward. However, for the first time in its history, the game features a second wheel, the “Space-Time Wheel.” **Depending on the outcome of this Space-Time Wheel, the “doors of time and space” can be opened, enabling players to time warp into another era.**

Whenever the Space-Time Wheel opens the doors of time and space, part of the game board can be flipped over, **revealing new stages with different eras and themes.** Depending on where the board is flipped over, it’s possible to time

warp into the **envisioned future, some 100 years from the present day.**

The tokens (cars) are designed to resemble time warp machines, allowing players to pick up friends during the game and enjoy the popular trends of each era as they journey through time and space. Each stage’s spaces feature scenarios that reference popular trends from each era of Japan, such as “Feeling upbeat with the rhythm of **boogie-woogie**” (a music style popular in post-war Japan), “Sprinting with all your might while **roaring at the sun**” (a reference to the Japanese detective drama “Roar at the Sun” that began in the 1970s), “Accidentally showing a **cat’s driver’s license** as proof of ID” (a popular piece of merchandise from the “Namennayo Cats” line in early 1980s), and “Your **social media post from 100 years ago** becoming an historical artifact” as a future-based scenario. Moreover, the treasure cards awarded during the game include popular lingo and slang that evoke the character of each era, including “**buriki no omocha**” (tin toys), “**monpe**” (loose pants once worn by female laborers in agricultural settings), “**auto sanrin**” (three wheelers), and “**my best cassette**” (a slang term once popular in Japan for compilation mixtapes created by music fans with their favorite songs).

The Game of Life is widely beloved for bringing together players of all ages based not on individual skill or strategy but the luck of the roulette, which decides each player’s destiny, making it fun for players of all ages. “Like a mirror reflecting the times,” from the Taisho, Showa, Heisei, and Reiwa eras to 100 years into the future, the game captures the popular trends of each era. This allows people of any age to enjoy playing together, fostering lively conversations throughout the game.

TOMY Company celebrated the 100th anniversary of its founding on February 2, 2024. As The Game of Life enters its 56th year since its launch in 1968, TOMY’s aim is to continue developing beloved board games that evolve with the times.

★★★★★ Product Features ★★★★★

★The Space-Time Wheel, Doors of Time and Space, and the Stages

Players who land on a space with a clock mark have the chance to spin the Space-Time Wheel. If the clock mark appears when the Space-Time Wheel is spun, the player can follow the instructions on the space and flip over the board (stage).



The five stage types are as follows:

1. **Start & Goal:** A stage set around 90 to 100 years ago
A stage featuring the start and goal for a time travel journey from the present to around 100 years into the past.
In the time travel preparation zone, players secure a modern-day professional occupation.
- 2A. Stage set approximately 60 to 80 years ago
- 2B. Cultural Stage set about 100 years ago
- 3A. Stage set approximately 40 to 50 years ago
- 3B. Job Stage set about 100 years ago
- 4A. Stage set from about 30 years ago to the present
- 4B. Envisaged Future Stage set about 100 years from the present day



★Spaces, Occupation Cards, Treasure Cards, and Friends Packed with Popular Words and Phrases from Every Era

—Examples of spaces

2A. Stage set approximately 60 to 80 years ago

- You feel upbeat with the rhythm of **boogie-woogie**. Get \$16,000.
- You create rhythms with a **foot-pedal sewing machine**. Get \$2,000.
- You move to an **enormous post-war apartment complex**. Pay \$10,000.
- You are unable to watch the **street-corner TV** due to the crowds. Pay \$15,000.



2B. Cultural stage set about 100 years ago

- You manage to memorize an entire “**rokyoku**” (traditional Japanese narrative singing). Get \$10,000.
- You travel by **shared horse-drawn carriage**. Then get drunk on a footpath between rice fields. Pay \$8,000.
- You take a break at a **Milk Hall** (a healthy alternative to bars in early 20th century Japan). Get \$5,000.
- You are enticed into a department store by an **advertisement balloon**. Pay \$10,000.



3A. Stage set approximately 40 to 50 years ago

- You get your “**pantaloon**” (bell bottoms) mended, as they have holes in them. Pay \$5,000.
- Failed to record on your **VHS tape** because of a **broken tab**. Pay \$20,000.
- Sprint with all your might while **roaring at the sun**. Move to the space indicated by the arrow.
- You accidentally show a **cat’s driver’s license** as proof of ID. Pay \$12,000.

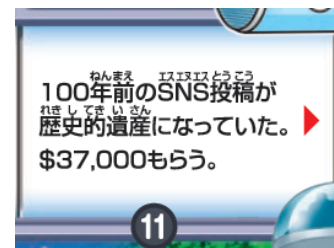


3B. Job stage set about 100 years ago

- You aspire to become a **sentō (public bathhouse) mural artist**, but fail to achieve your dream. Pay \$10,000.
- Job opening available. You become a **telephone operator**. Receive a \$40,000 salary.

4A. Stage set from about 30 years ago to the present

- You head to a disco with your **brand-new fan** (large, decorative feathered fans were popular within the disco scene in 1990s Japan). Pay \$50,000.
- People compliment you on your high-tech sneakers, telling you they are “**choberigu**” (a 1990s Japanese slang word derived from the English “super very good”). Get \$18,000.



4B. Envisaged future stage set about 100 years from now

- Your **social media post from 100 years ago** has become a **historical artifact**. Get \$37,000.

★Examples of Treasure Cards



★Friend Spaces

When a player lands on a pink space on the board, they can put a friend traveling with them into the time warp machine.



★Occupation Cards

Players can also switch to occupations that were popular during the Taisho and Showa eras along the way, with a focus on travel and adventure-related professions.



[About "The Game of Life"]

www.takaratomy.co.jp/products/jinsei

"The Game of Life" is a board game where players spin the wheel and move forward spaces, aiming to become a billionaire through experiencing various events in life. It was launched in September 1968 in Japan during a period of high economic growth, promoted via a TV commercial with the slogan "Life has its ups and downs." The first generation of "The Game of Life" in Japan was close to being a literally translated edition of "THE GAME OF LIFE" that was launched in 1960 in the United States. Later on, the Japanese version of the game began incorporating its own original content, starting with the third generation launched in 1983. It has since continued to evolve as a game that has remained topical by reflecting aspects of life and popular trends of the particular 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. In April 2023, which marked the 55th anniversary since its release in Japan, the eighth generation of the "standard edition" was launched. This product is the 76th in "The Game of Life" series.

<Product Outline>

Product Name:	<u>“The Game of Life: Time Slip 100”</u>
SRP:	JPY 5,500 (tax included)
Launch Date in Japan:	Thursday, March 21, 2024
Recommended Age:	6 years and up
Number of Players:	2 to 6
Board Size:	582 (w) x 582 (d) (mm) (*Size when the board is unfolded)
Product Contents:	Game boards (4, one of which includes roulette wheel), time warp machine tokens (6 colors 1 each), character pegs (36), occupation cards (7), change occupation cards (5), treasure cards (25), money (dollar bills) pack (1), time-slip machine insurance (8), bill holder tray (1), bill holder sheets (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” (takaratomymall.jp), etc.
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Product Website:	www.takaratomy.co.jp/products/jinsei/product/ts100/

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