

For Immediate Release



May 20, 2021

20th anniversary of “DUEL MASTERS,” which has achieved cumulative issuance of over 6.7 billion cards!

Memories of 20 years will be evoked!

“Those” famous scenes in the manga and animation are to be trump cards.

**“20th Anniversary Huge Thanks Memorial Pack
The Chapter of The Souls The BEST of Great Scenes”**

To be launched on Saturday, May 22, 2021

TOMY Company, Ltd.



TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release **“20th Anniversary Huge Thanks Memorial Pack The Chapter of The Souls The BEST of Great Scenes,”** the extra pack to commemorate the 20th anniversary of the release of “DUEL MASTERS,” a trading card game (hereinafter “TCG”), (SRP: JPY 330 for a pack, JPY 5,280 for a BOX/tax included each) on Saturday, May 22, 2021 at toy stores, toy sections of department stores/mass retailers and specialty stores for card games in Japan, online stores, and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.

“DUEL MASTERS” is a popular TCG that has achieved cumulative shipments of over 6.7 billion cards since its release in 2002. In recent years, as its users who were elementary school students at the time of the launch of the series have grown up, and cases where users who used to play “DUEL MASTERS” again have increased, the series has grown to a brand loved across two generations.

In expressing gratitude to fans of “DUEL MASTERS” beyond generations toward the 20th anniversary to be commemorated in 2022, we are developing a variety of contents, including release of a teaching app and launch of a special video channel as well as release of the 20th anniversary commemorative products so that you can enjoy “DUEL MASTERS” at any time and any place.



Teaching app
**“Let’s play DUEL
 MASTERS!”**
 Now being distributed
dm.takaratomy.co.jp/20th/special/001



Special channel for DUEL MASTERS
“DueTube” opened
www.youtube.com/channel/UCGm5NSZFeb7q54h52bvX80g

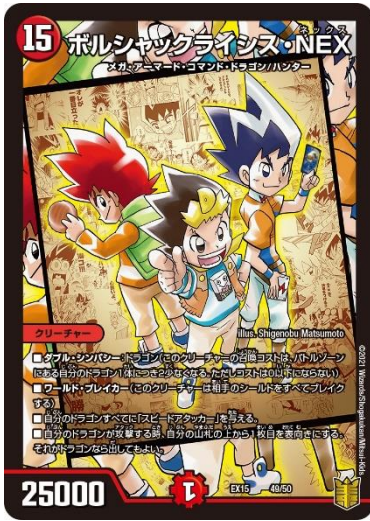


20th anniversary commemorative
 products
**“20th Anniversary Huge Thanks
 Memorial Pack The Chapter of
 The Souls The BEST of Great
 Scenes”**

Past famous scenes are to be trump cards!

Moreover, that popular creature, powered up, will appear!!

To look back at the past 20 years, “20th Anniversary Huge Thanks Memorial Pack The Chapter of The Souls The BEST of Great Scenes” is a memorial product offered to all generations of “DUEL MASTERS” fans, featuring unforgettable famous scenes and lines appearing in the original manga and animation incorporated into cards. Moreover, past highly sought-after cards are also featured, and classic popular creatures powered up will appear.



[Bolshack Crisis NEX]



[Bolshack Dragon]



[Jonetsu Ryu, Momoking]

“Bolshack Crisis NEX” (left) is an extremely popular, rare card, which was sold in the “Black Box” pack only once in the past. It is featured again with a special illustration. Besides, this product features many collectable cards with illustrations and CG of the manga and animation.



[Shobu Kirifuda & Bolmeteus – story of duel–]



[Katta Kirifuda & Katsuking – story of hot blood–]



[Jo Kirifuda & Joragon – story of freedom–]

Classic, popular creatures who excelled as a trump card for past protagonists have been powered up. Illustrations were newly drawn by Shigenobu Matsumoto, the creator of the original manga. Actual cards are a gold-framed foil version.

[Product Outline]

Product Name: DMEX-15 DUEL MASTERS TCG 20th Anniversary Huge Thanks Memorial Pack

The Chapter of The Souls The BEST of Great Scenes

SRP: JPY 330 for a pack/JPY 5,280 for a BOX (tax included each)

Launch Date in Japan: Saturday, May 22, 2021

Recommended Age: 10 years and up

Package Contents: six cards for a pack/16 packs for a BOX

Sales Channels: Toy stores, toy sections of department stores/mass retailers, specialty stores for card games in Japan, online stores, and TOMY Company's official online store "Takara Tomy Mall" (takaratomy.com), etc.

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Product Website: dm.takaratomy.co.jp/20th

We are developing a string of new initiatives.

[A teaching app is now being distributed]

"Let's play DUEL MASTERS!," an app that makes you learn basic rules for "DUEL MASTERS" while playing, is being distributed. Even if you do not have a card, you can enjoy battles with characters using the latest Start Deck and some cards.



Title: **Let's play DUEL MASTERS!**

Supported OS: iOS/Android

Category: Cards

Price: Free

▶ App Store: apps.apple.com/jp/app/id1558089404

▶ Google Play: play.google.com/store/apps/details?id=jp.co.takaratomy.duelmastersasobo21



[Official YouTube channel "DueTube" opened]

"DueTube," the official YouTube channel for "DUEL MASTERS" was opened. The channel brings you a variety of information to make you enjoy "DUEL MASTERS" more, such as information on new products and the animation, deck construction and ranking of all-time popular cards, every week.

▶ DueTube URL:

www.youtube.com/channel/UCGm5NSZFeb7q54h52bvX80g



[You can get it at candy sections! “DUEL MASTERS SP King Deck” is now on sale]

Start Deck that lets you enjoy battles soon after purchase is available at candy sections. The product contains 40 cards (10 types × 4 cards each) that allow you to start “DUEL MASTERS” easily at a reasonable price, and also includes one type of original cards with new illustrations for each product.

Product Name: DUEL MASTERS SP King Deck

Joe’s fire civilization/Zero Jr.’s darkness civilization

SRP: JPY 550 each (tax included)

Sales Channels: Candy sections of supermarkets and some convenience stores in Japan, etc.

Sales Agent: T-ARTS Company, Ltd.

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Product Website: www.takaratomy-arts.co.jp/items/item.html?n=Y107986



■About DUEL MASTERS TCG

DUEL MASTERS TCG, which was developed by the U.S.-based Wizards of the Coast LLC, an authority on card games, was released as a full-fledged but easily playable trading card game for children in May 2002 with TOMY Company as the general sales agency in Japan. This is a popular trading card game of which shipments to date have exceeded 6.7 billion cards. Since 2019, “DUEL MASTERS PLAY’S,” a card game app that is an optimized-for-mobile version of “DUEL MASTERS” has been delivered.

For press inquiries, please contact:

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