



February 1, 2022

Let's go to Nau♪ The analog game that was a big hit back in the Showa*¹ era, is now back in the Reiwa*² era!

An outdoor obstacle course at your fingertips!

The satisfaction of beating the clock makes you want to play again and again.

Exciting action game “Screwball Scramble”

*1 “Showa” is an era in Japan’s official calendar that lasted from December 25, 1926 to January 7, 1989. It was followed by the “Heisei” era and the “Reiwa” era.

*2 “Reiwa” is the current era of Japan’s official calendar. The era began on 1 May 2019, following the 31st (and final) year of the “Heisei” era.

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release “Screwball Scramble” (SRP: JPY 3,300/tax included), its exciting and thrilling action game that puts fun at your fingertips, on Thursday, March 24 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.



“Screwball Scramble”



Product Package



↑See the video on how to play from here

“Screwball Scramble” is an exciting and thrilling action game in which you place a ball on an obstacle course and guide it around and through eight obstacles with simple button operations. With its timer function, the game will tempt you to play again and again to get that satisfying feeling of beating the clock as you focus on your goal and learn to overcome each obstacle through trial and error.

The first generation “Screwball Scramble” was a huge hit, shipping over 400,000 units in about three years after its launch in 1979. This version has not changed the original’s play style or obstacle course, and its design retains the look of the original. The game will bring back fond memories for those who played it after its launch back in 1979, while newcomers will **enjoy its retro feel**. To ensure that as many people as possible can enjoy the game, we set the price at JPY 3,000 (SRP excluding tax), the same price as when it was introduced.

With the recent boom in outdoor activities, obstacle courses that can be enjoyed not only by children but also by

adults are increasing in number and popularity. Inspired by the “**outdoor obstacle course**” trend, this toy has been revived in Reiwa era as a fun way to spend time at home. The game, which tempts you to play again and again as you improve your dexterity and concentration through a process of trial and error, is recommended by Toshiyuki Shiomi, professor emeritus at the University of Tokyo, who comments that “it will inspire us to develop **resilience, which is the spirit of persistence and never giving up**, something that today’s society needs.” A wide range of generations from children to adults can **enjoy playing the game together with the same fun they had when they were young**.

The official promotional video, which perfectly captures the feel of Showa, the year the game was first released, will be delivered from Tuesday, February 1, 2022 on TOMY Company’s official YouTube channel “Takara Tomy Channel” (www.youtube.com/user/takaratomychannel).

Features of the Product ~How to Play~

Control the buttons to clear the eight obstacles and reach the goal. Use the timer to compete against other players.

<How to Play>

- Step 1:** Challenge the obstacle course! Let’s get to the goal!
- Step 2:** Get from the start to the goal without dropping the ball!
- Step 3:** Try to reach the goal before the timer runs out!
- Step 4:** Time challenge! Who can reach the goal the fastest!?

<Introducing the 8 obstacles>

8: Catapult
Aim for the goal gong and press the button.



1: Tilting Walkway
Keep your eye on the ball as you maneuver it across the bridge by controlling the button.



7: Rocket
Once the ball is on the rocket, swing it over to the hammer stand.



2: Swing Crane
Pick up the ball with the crane and swing it over slowly.



6: Blind Maze
Traverse the maze to the exit. This is a highly difficult section with dead ends.



3: Parallel Bars
Control the separation between the bars to maneuver the ball across the pond without dropping it.



5: Ball Levels
Press the button with the right rhythm to get the ball through the monkey ring.



4: Table Maze
Control the swaying board to transport the ball while keeping it balanced.





◆“Screwball Scramble” released in 1979

When the first “Screwball Scramble” 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, “Screwball Scramble” 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.



“Screwball Scramble” product and packaging released in 1979

Overseas product development

Outside of Japan, the product has been sold under the name “Screwball Scramble” since 1980, and to date, approximately 200,000 units of the series have been shipped annually. It is enjoyed as a classic product all around the world, including in the United States, the United Kingdom, France, and Germany. New products are being launched and sold as a series outside of Japan.



Overseas development of “Screwball Scramble” game and packaging

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 process can be expected to develop their concentration and, as a result, their manual dexterity. 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: “Screwball Scramble”

SRP: JPY 3,300 (tax included)

Launch Date in Japan: Thursday, March 24, 2022

Recommended Age: 5 years and up

Number of Players: 1 or more

Dimensions: W 258 × H 150 × D 316 mm

Package Contents: Main unit (1), timer (1), monkey ring (1), ball (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” (takaratomymall.jp)

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



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