

January 31, 2024

Total sales exceed 1 million units in Japan and overseas since April 2020!

Third installment of the exciting classic retro action game “Athletic Land Game”

Leveled up to an amazing vertical course! Based on the theme of “classic retro video games”

“Athletic Land Game Level Up”

To be launched on Thursday, March 21, 2024

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release the third installment of its exciting and thrilling action game “Athletic Land Game” that puts fun at your fingertips, “Athletic Land Game Level Up” (SRP: JPY 4,950/tax included), on Thursday, March 21, 2024 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.



Above: The game being played
Left: “Athletic Land Game Level Up”

The theme of “Athletic Land Game Level Up” is “classic retro video games,” and it has been developed while imagining a nostalgic atmosphere in mind. The “Athletic Land Game” series previously featured a flat stage, but this new product introduces a three-dimensional vertical course that towers approximately 30 cm high, providing a powerful and exciting experience. Use the three buttons to control the course, which is full of thrilling obstacles, and move the ball up and down to overcome the ten athletic obstacles and reach the goal.

Like the second installment, “Athletic Land Game Sea Adventure,” accessories are included for connecting the game with the first installment, “Athletic Land Game,” and the second installment, “Athletic Land Game Sea Adventure.” The capability to extend the course vertically, horizontally, and into depth, making it more three-dimensional, is one new appealing feature.

This product is the third installment to the “Athletic Land Game” product released in March 2022. The “Athletic Land Game,” inspired by the popularity of obstacle courses, was a hit in the Showa era and has been revived in the Reiwa era (2022). While it evokes nostalgia in people who played it back in the day, the children today perceive it as something that is brand new. In addition to being easy-to-understand and simple to play, it receives extremely positive responses from 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. Since the overseas release of Level 2 (second installment) in 2020, the total shipments for the entire “Screwball Scramble” series, combining both

domestic and international markets, became a massive hit, exceeding 1 million units (April 2020 to December 2023).

This time, we are also “reverse importing” the “Screwball Scramble” Level Up, the third installment sold overseas, and it is being sold in Japan as Japan’s third installment: “Athletic Land Game Level Up.” With simple rules that make people want to play again and again, this product is designed to be enjoyed by people of all generations including adults and children alike.

Features of the Product ~How to Play~

◆ Three buttons for simple control and ten obstacles to overcome

The “spiral climbing,” in which the ball spins and climbs a towering spiral by turning a dial, and the “go-go swing,” in which the ball is placed on a crane cup and moves in a great diagonal upward motion, are full of up-and-down movements, jumps, and other exciting and thrilling features.

Video URL: youtu.be/wr48e0xWHjs



↑ Video of how the game is played

◆ Can be connected to the first and second installments of the “Athletic Land Game” with the included connectors!



By using the included connector, this product can be connected to the “Athletic Land Game” and “Athletic Land Game Sea Adventure,” and if the connector included with the “Athletic Land Game Sea Adventure” is also used, up to three courses can be connected and played as one long course.

◆ About the game “Athletic Land Game”

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

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 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.

In March 2022, the “Athletic Land Game” was revived, followed by the “Athletic Land Game Sea Adventure” with a “sea” theme in March 2023.



“Athletic Land Game”
released in 1979



“Athletic Land Game”
released in 2022



“Athletic Land Game Sea Adventure”
released in 2023

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



“Screwball Scramble” Level Up

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:	<u>“Athletic Land Game Level Up”</u>
SRP:	JPY 4,950 (tax included)
Launch Date in Japan:	Thursday, March 21, 2024
Recommended Age:	5 years and up
Number of Players:	1 to several players
Dimensions:	W 265 mm × H 335 mm × D 100 mm
Product Contents:	Main unit (1), slope (1), tray (1), arm (1), goal gong (1), mazes: yellow and pink (1 each), goal cup (1), connector (1), balls (2), sticker for the main unit (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/
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