

Your fate and fortune depend on the gears! Side jobs finally available in the world of The Game of Life!?

“THE GAME OF LIFE PINCH and CHANCE”

To be launched Thursday, July 8, 2021

“Side Job” Cards introduced for the first time! Also featuring trending phrases including “work from home,” “porch delivery,” and “subscription services”!

～Collaborating with “Suki-iki” (*) to commemorate the release.

Recruiting applicants for a “side job” to play The Game of Life for a limited time only!～

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushikaku, Tokyo) will release “THE GAME OF LIFE PINCH and CHANCE” (SRP: JPY 4,400/tax included) as a new product in the board game series “The Game of Life,” on Thursday, July 8, 2021 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.

“THE GAME OF LIFE PINCH and CHANCE,” designed with the theme of “a dramatic comeback from hardship,” is the 67th edition in the product’s history. There are gears attached to the central wheel, and everyone can get a chance to make a dramatic comeback depending on what the gears dictate. Even from a difficult situation, you can make a dramatic comeback in one fell swoop. With the rapidly changing state of a game that embodies the speed at which a modern society is transitioning, this exciting Game of Life is sure to keep you on the edge of your seat until the very end. Furthermore, “Side Job” Cards are introduced for the first time in the game’s 53-year history, so you can experience a life in which you earn income from a side job in addition to your primary job. Moreover, the spaces and the “Treasure Cards” introduced in this edition incorporate many of the recent trending phrases and phenomena, including “work from home,” “porch delivery,” and “subscription services.”



As toys for enjoying the time spent at home, tabletop games such as “The Game of Life” and “Pop-up Pirate” have

become popular. Sales of “The Game of Life” from the end of 2020 to the beginning of 2021 increased to 170% of the same month of the previous year. Because anyone can make a dramatic comeback in this game depending on the wheel and the gears, everyone from children to adults is on the level playing field in terms of skills and thinking, and a wide range of generations can enjoy playing the game together.

As a collaboration event commemorating the release of the product, applicants to work on a “side job” to create gameplay reports on “The Game of Life” are being recruited on “Suki-iki (suki-iki.mynavi.jp),” a job matching service for freelancers and people looking for side jobs produced by Mynavi Corporation, from May 31, 2021 through June 6. In conjunction, TOMY Company will create Occupation Cards based on actual side jobs posted on “Suki-iki” and publish them on the two websites. You will be able to download and use them as “Side Job” Cards for this product.

*Suki-iki: A platform for connecting jobs at companies looking to utilize external human resources (people looking for side jobs and freelancers) and individuals looking to make use of their skills

Features of the Product

◆ **Spaces change in real time with the gears! Everyone has a chance to make a dramatic comeback!**

As a mechanism for making a dramatic comeback in one fell swoop, four types of gears are attached to the wheel on the board.

The central gear (“Dramatic Comeback Gear”) includes extremely powerful spaces that allow you to turn the tide of the game in a single turn. Because the locations of spaces are constantly changing, you can feel the thrill of not knowing who will land on which space where at all. Furthermore, the “Weather Gear” that represents the weather is linked to the “Occupation Gear” and the “Wedding Gear,” and wedding gifts you receive and occupations will change based on the weather. Depending on how these gears turn out, anyone can get a chance to make a dramatic comeback.

Examples of game-changing spaces

- **“Major Topsy-Turvy”:** You may choose another player and exchange their property (occupations, money, promissory notes, share certificates, insurance policies, and houses) with yours
- **“Overthrow”:** You may exchange occupations with the player who has the highest-paying occupation
- **“Double the Payback”:** You may force all your debt on the player to your right



Gears

Dramatic comebacks with the weather

- **Sunny:** Your wedding becomes a “resort wedding,” you can get a side job, etc.
- **Cloudy:** Your wedding becomes a “family wedding,” you get a new job, etc.
- **Rainy:** Your wedding becomes a “small wedding,” you become a job-hopping part-timer, etc.

In addition, the event details on some spaces and the value of some treasures change depending on the weather

◆ Spaces and “Treasure Cards” full of trending phrases

Many of the phrases that trended recently are reflected in spaces and “Treasure Cards.”

Examples of spaces

- You strained your back because of longer hours of **working from home**... Pay \$35,000.
- Your boss found out you’re wearing pajama pants at **an online meeting**. Pay \$8,000.
- You rented clothes with a **subscription service**. Pay \$26,000.
- **A package delivered to your porch** was stolen. Pay \$30,000.
- You work on beauty care while **staying at home**. Pay \$30,000 and take the treasure “Luxury Cosmetics” or “Much-talked-about Perfume.”



Online meeting



Porch delivery

Examples of Treasure Cards



About “Side Jobs”

In this game, you can “get a side job” by acquiring a “Side Job Card” in addition to your “primary job” on your “Occupation Card.” On a “Payday Space,” you can earn income from both of your jobs. This is the first time “Side Job Cards” appear in the 53-year history of The Game of Life. In light of the recent focus on “side jobs” with the ratio of Japanese companies that allow “side jobs” reaching approximately 50% (*), they have been introduced as an in-game system for the first time. * Based on “Report on Workstyles and Side Jobs (2020)” published by Mynavi Corporation

Examples of Side Job Cards



◆ Get a “side job” with The Game of Life! Recruiting applicants for an actual “side job” to prepare gameplay reports

“Suki-iki,” produced by Mynavi, is recruiting applicants for a “side job” to prepare gameplay reports on “The Game of Life” for a limited time only. In this job, you will work from home to try the product and prepare reports. TOMY Company plans to publish the prepared reports on the product website.

Period to apply: Monday, May 31, 2021 – 23:59 Sunday, June 6, 2021

How to apply: Please register for the Suki-iki service and submit an application.

Campaign Website: suki-iki.mynavi.jp/topic/16

Job posting website: suki-iki.mynavi.jp/job/140/345

* There are no expenses to be borne by the applicants.

* Please review the job posting and Suki-iki’s terms and conditions for various conditions and compensation.

◆ You can download “Side Job” Cards

TOMY Company will create cards based on recommended side jobs selected by “Suki-iki.” You will be able to download them from the official website for The Game of Life and print them out for use with the product.

Date when downloads are scheduled to be available: From Thursday, July 8, 2021

Original Comics with the Theme of “Dramatic Comeback” to be Published on the Official Website!

Four installments of original comics with the theme of “dramatic comeback” will be published one by one on the official website for The Game of Life from May 31.



[About “The Game of Life”] www.takaratomy.co.jp/products/jinsei

“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 such as starting to work, getting married, giving birth, and buying a home. 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. In addition, “The Game of Life Heisei Edition” was launched in 1989, drawing attention as the first “The Game of Life” for adults. A total of 12 products was launched as the “Heisei Edition” series.

Broadly speaking, there are two development categories of “The Game of Life”: (1) “standard edition” and (2) “theme line edition” which adopts character collaboration and events with trends. The flagship (standard) model was renewed in April 2016 after 8 years, launching as the successive seventh generation of “The Game of Life.” Furthermore, various measures were developed including the launch of “The Game of Life Time Slip” in March 2018 as a commemoration of the 50th anniversary of “The Game of Life.” “The Game of Life+(plus) Reiwa Edition” in which the new imperial era name was added to the product name was launched in April 2019. This product “THE GAME OF LIFE PINCH and CHANCE” will be the 67th game to be successively made.

<Product Outline>

Product Name: “THE GAME OF LIFE PINCH and CHANCE”

SRP: JPY 4,400 (tax included)

Launch Date in Japan: Thursday, July 8, 2021

Recommended Age: 6 years and up

Number of Players: 2 - 6

Dimensions: W 504 mm × H 297 mm × D 55 mm

Package Contents: Game board with roulette wheel and gears (1), houses (other than those attached to the game board) (3), car tokens (6 colors 1 each), flags (6 colors 1 each), character pegs (36 light blue, 36 pink), occupation cards (8), side job cards (5), treasure cards (24), insurance certificates (16), share certificates (30), money (dollar bills) pack (1), 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” takaratomymall.jp

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Product Website: www.takaratomy.co.jp/products/jinsei/product/daigyakuten

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