



For Immediate Release

Children from Japan, South Korea, Hong Kong Promote International Ties with Toys

Metal Fight Beyblade Asia Championship 2010

**Approx. 4,000 Participants! Battling Tops as a Bridge to Peace, Friendship and Dreams.
“The Beyblade Proclamation”**

Seoul, Republic of Korea (South Korea), August 22, 2010: The *Metal Fight Beyblade*¹ Asia Championship 2010 was held today, sponsored by the television network Tooniverse Network and Sonokong Co., Ltd., both of South Korea. Approximately 4,000 children enthusiastically competed using the popular battling tops in the Exhibition Hall at Seoul’s *aT Center*.

This international championship brought elite Bladers from Japan, South Korea and Hong Kong to compete using *Metal Fight Beyblade* battling tops. This mega-hit toy has had sales of more than 24 million units in Japan, the home of *Beyblade*. For the main event, the Tournament Finals, four competitors from each country or territory battled to be Asia’s top Blader in two classes². In the Junior Class, Ryuki Otsuka, eight years old, took top honors, while in the Regular Class Keito Ida, 11 years old was crowned champion. Despite their differing cultures and languages, the children had no problem communicating under the common language of *Beyblade* as they pondered the infinite combinations possible to customize their tops, sometimes even sharing their techniques, then played together and battled against each other under the common rules.

There were also two Honorary *Beyblade* Ambassadors chosen for the event: Dong Hyun Kim, 12 years old, and Woo Joo Kim (no relation), eight years old. Dong Hyun is the son popular comedian, Gura Kim and Woo Joo is the son of popular comedienne, Hye Ryun Cho. Both boys are avid *Beyblade* players and they led the attendees in “The *Beyblade* Seoul Proclamation³,” highlighting the point that there is a deeper meaning in this international championship as a bridge of peace, friendship and dreams for children.

Metal Fight Beyblade Asia Championship Beyblade Proclamation in Seoul, Republic of Korea

Beyblade is a bridge of peace, friendship and dreams for children around the world. Playing in this championship, competing with mutual respect and sharing in the excitement together, these children, our future generation, can expand their horizons and their friendships across borders. Today, August 22, 2010, we open the first international *Metal Fight Beyblade* Championship in Seoul, Republic of Korea and we make the following proclamation.

Compete with passion and intellect but always compete fairly

Bladers combine intelligence, imagination, concentration and stamina. They give 100% to every match, but play fairly with a healthy mind and passionate *Beyblade* Spirit.

For Bladers, friendship and participation is more important than victory.

Bladers respect and support each other as they build friendships. They play by the rules as they enjoy battling their best. But win or lose, Bladers know that the fun comes from playing together.

Beyblade has no borders!

From its origin in Japan, *Beyblade* has crossed borders and languages to strengthen ties and foster communication for boys, girls and parents worldwide.

¹ *Metal Fight Beyblade* is the brand name used in Japan. Local language variations are used in South Korea and Hong Kong.

² Junior Class is open to first and second year elementary school children while Regular Class is open to third through sixth year elementary school students.

³ The first “*Beyblade* Proclamation” was given at the first *Beyblade* World Championship held in New York City in August, 2004.



Beyblade is a modern battling tops system inspired by traditional Japanese battling tops called "bei-goma." They are popular among young boys and all children who love hobbies which allow them to collect, customize and "battle" among their friends. Currently *Beyblade* toys and the *Beyblade* animated series are captivating children in about 10 mainly Asian countries or territories. In 2010 *Beyblade* will expand worldwide into an additional 20-odd countries and territories in the North American and European markets.

This original Japanese toy line has revived an ancient pastime among children around the world. Children in different countries may use a different language to say "3-2-1 Go-Shoot"⁴ when they launch their *Beyblade* tops, but with essentially uniform rules everywhere, children can communicate with their hearts, demonstrating the international power of play.

Developed and produced by Tomy Company, Ltd. (known as TAKARATOMY in Japanese) *Beyblade* has fostered friendship and communication among children and their parents around the world. Over the next several years, *Metal Fight Beyblade* will be rolled out around the world.

Summary of the *Metal Fight Beyblade* Asia Championship 2010

Date and Time: August 22, 2010, 11:30 – 18:30

Location: *aT Center*, Exhibition Hall 2, Seoul, South Korea

Sponsors: Tooniverse Network and Sonokong Co., Ltd. of South Korea in cooperation with Tomy Company, Ltd. of Japan

Events: 1. South Korean Preliminary Rounds: These selected the South Korean finalists for Junior and Regular Classes. Approx. 3,000 participants battled to be one of the two finalists in each class.
2. Championship Finals: Twelve representatives from each country or region battled, six in each class to determine the champion Blader in each class from Japan, South Korea and Hong Kong.
Other Events: (i) Battle against the machine, *Bei-Ta Ichi-go*⁵; (2) Hudsonsoft, Inc. video game test play corner; (iii) Exhibition of photos and videos (iv) Parents' competition; (v) Free play & practice corner; (vi) On-site *Beyblade* merchandise sales

Championship Results

Junior Class (First and second year elementary school children)

Champion: Ryuki Otsuka (eight years old), representing Japan

First Runner Up: Kazama Takemasa (eight years old), representing Japan

Regular Class (Third through sixth year elementary school children)

Champion: Keito Ida (11 years old), representing Japan

First Runner Up: Kyowg Ho Kim (12 years old), representing South Korea

⁴ "3-2-1 Go-Shoot" is the official starting phrase which Bladers in Japan recite in unison to start a *Beyblade* battle.

⁵ *Bei-Ta Ichi-go* is the Japanese name for an amusement game which allows Bladers to battle against a machine. The name has local language variations in other countries.

Photos from the *Metal Fight Beyblade Asia Championship 2010*



The reading of “The *Beyblade* Proclamation”

Honorary *Beyblade* Ambassadors, young celebrities,
Woo Joo Kim (left) and Dong Hyun Kim (right).



The Asia Championship draws a Crowd



The Finals

Regular Class, Japan vs. South Korea



The Award Ceremony

The Junior Class Champion (middle, left) and the Regular Class Champion (middle, right)



The Referee declares the winner.

Junior Class, Japan vs. South Korea



Beybladers show sportsmanship with a handshake

Junior Class, Japan vs. South Korea

For more information contact:

Tomy Company, Ltd.

Public Relations Division

7-9-10 Tateishi, Katsushika City, Tokyo 124-8511

Tel: 03-5654-1280 Fax: 03-5654-1380

From Outside Japan: Tel: +81- 3-5654-1280 Fax: +81-3-5654-1380

Email: takaratomy_pr@yahoo.co.jp