

For Immediate Release

Japan's Hit Toy is a Global Hit! Modernized *Bei-Goma*<sup>1</sup> Creates Bonds of Friendship

## Popular Boys' Toy *Metal Fight Beyblade*<sup>2</sup> Summer Products & Events



New Item: Introducing *Super Control Beyblade* Control Your *Beyblade* with Infrared R/C!  
Event: Official International Tournament, The Asia Championship 2011, August 21, Kyoto Japan

Tokyo, Japan, Aug 7, 2011: In the wake of the disasters due to the Great East Japan Earthquake earlier this year, many people in Japan are placing an increased emphasis on activities that strengthen the bonds of friends and family and especially, activities that people can do together. The hit boy toy line, *Metal Fight Beyblade*, from TOMY Company, Ltd. (President, Kantaro Tomiyama), which is a modernized version of the traditional Japanese *bei-goma* battling tops, offers just such an opportunity. The hugely popular toy is a “communication toy” which is creating bonds of family fun and friendship not only within Japan, but on an international level.

The newest item, *Super Control Beyblade*, is an infrared remote controlled top which allows *Beyblade* players, (known as “Bladers”) to directly control the direction of the *Beyblade* during battle, offering a new level of strategy for battling top action. It went on sale on July 16 with two models, *Big Bang Pegasis* and *L-Drago Destroy*, each with an SRP of JPY 3,885 (Incl. 5% sales tax). Furthermore, there will be a major event during this summer vacation which promises to build international bonds of friendship among Asian children: The *Beyblade 2011 Asia Championship* will be held August 21 in Kyoto, Japan.

*Metal Fight Beyblade* toys, along with a TV anime, is currently available in over 70 countries and territories and a cumulative 80 million plus units of *Beyblade* toys have been sold to date (see separate reference sheet for details). *Metal Fight Beyblade* is truly able to connect children across borders, regardless of language, culture.



### ★New Items: *Super Control Beyblade* with Infrared Remote Control

*Super Control Beyblade* was developed in response to fans desire to be able to control their *Beyblade* tops just like their favorite characters in the anime. With a motor inside the *Beyblade* top, the Blader is able to use the infrared controller to control the spin of the top, adding a new level of strategy to the battle. For each battle, the player can activate the “turbo” function up to three times, doubling the speed of the top. This creates more direct control during battle and offers another way to add excitement, particularly for Bladers who have not mastered the complexities of customizing standard *Beyblade* tops.

Note: *Super Control Beyblade* tops cannot be used with standard *Metal Fight Beyblade* tops.

### ★Upcoming Event: *Asia Championship 2011, Creating Bonds of Friendship Across Borders, Aug 21<sup>st</sup>*

On August 21, 2011 in Kyoto, Japan, the top Bladers from 10 countries and territories will compete in the official international *Beyblade* competition, *The Asian Championship 2011*. Without regard to language or culture, the Bladers, brought together by their love of *Beyblade*, will chase their dream of becoming Asia champion in the birthplace of *Beyblade*; Japan. Twenty Bladers, the winners of their class from each territory, will compete in the tournament, two from each country or territory, one in the Junior Class and one in the Regular Class.

<sup>1</sup> *Bei-goma* is the Japanese word for the traditional Japanese battling top.

<sup>2</sup> *Metal Fight Beyblade* is the Romanized title of the Japanese product name, as well as the Japanese TV anime. The names differ from market to market. All other product names mentioned in this release are Romanized approximations of the Japanese names, which may differ from the names of the same or similar products released in other markets.

Additionally, the Bladers who will represent Japan in the Asia Championship will also be determined one day earlier at the same venue on August 20<sup>th</sup> in the Japan Tournament. Local Bladers from Kyoto, joined by the best Bladers from Osaka, Tokyo, Sendai, Yamagata, Fukuoka, and all around Japan, will compete for the right to represent Japan in the Asian Championship.

### ***Beyblade Asia Championship 2011 -- Event Summary***

Date:	Sunday, August 21, 2011, 10:00-17:00
Venue:	Aeon Mall Kyoto 1, Nishi-kujo, Toriiguchi-cho, Minami-ku, Kyoto, Kyoto Prefecture Access: 5-min walk from JR Kyoto Sta., Hachijyo Exit
Event Activities:	Beyblade Asia Championship, Exhibition matches, live <i>Beyblade</i> theme song performance, etc. (all-comer events, History of <i>Beyblade</i> Exhibit, etc.)
Participants:	(10 Countries/territories, in alphabetical order) Hong Kong, Indonesia, Japan, Malaysia, Philippines, Republic of Korea, Singapore, Taiwan, Thailand, Viet Nam. 1 representative in each class, x 2 classes x 10 territories = 20 competitors
Classes:	Junior Class (1 <sup>st</sup> and 2 <sup>nd</sup> Yr Primary School); Regular Class (3 <sup>rd</sup> - 6 <sup>th</sup> Yr Primary School).

With one of the goals of the event being to establish bridge building bonds among the children, their parents and their international competitors, the following *Beyblade Bond of Friendship Proclamation* will be recited:

#### ***Beyblade Bond of Friendship Proclamation***

*—Metal Fight Beyblade Asia Championship 2011—*

- **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.



「アジアチャンピオンシップ2010」 in 韓国  
「ベイブレード ソウル宣言」の様子  
(2010年8月22日)

#### **★Beyblade strengthens the bonds of communication between friends, family and community**

The disasters due to the Great East Japan Earthquake have made many cherished family bonds even closer, encouraging interaction and family play time. This has drawn attention to popular TOMY family games such as *The Game of Life*, the balance game, *Jenga* etc. but *Beyblade*, since it's introduction in 1999, has stood out as a toy which encourages friendship, parent-child interaction and even fosters community interaction.

The traditional and ever-popular play pattern of battling, customization and collection, leads right from the start to fun and healthy interaction as Bladers play together. Such fun interaction naturally leads to bonds of friendship. Furthermore, *Beyblade*, having evolved from traditional *bei-goma*, makes it easily understood across multiple generations, meaning that a child and his father or even his grandfather can play together and share their techniques and strategies and the thrills of battling to a win or loss and nobody is left out. Such experiences can form remarkable familial bonds as well. Finally, with local toy shops holding regular Beyblade matches, children and their parents gather together and, along with a little healthy competition, get a chance to make new friends and strengthen the bonds of the community.

## Product Summary

Product Name:	<i>Super Control Beyblade BBC01 BIG BANG PEGASIS</i> <i>Super Control Beyblade BBC02 L-DRAGO DESTROY</i>
SRP:	JPY 3,885 (Incl. 5% sales tax)
Date on Sale in Japan:	July 16, 2011
Product Contents:	<i>Beyblade top x 1, Control Launcher x 1, Ripcord x 1, Instruction sheet</i>
Dimensions (mm):	<i>Beyblade top: W50 x H40 x D50 mm</i> <i>Control Launcher: W90 x H85 x D47 mm</i>
Batteries:	<i>Beyblade top: 3 x LR44 Button Cell (included for testing)</i> <i>Control Launcher: 2 x AAA Alkaline batteries (batteries sold separately)</i>
Sales Channels:	Toy and department stores, mass retailers, online retailers, etc.
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### Super Control Beyblade

Right: BBC01 *BIG BANG PEGASIS* Left: BBC02 *L-DRAGO DESTROY* JPY 3,885  
*Super Control Beyblade exclusive Bey Stadium* JPY 2,100

### How to play Metal Fight Beyblade

Metal Fight Beyblade battling tops are a modernized version of traditional Japanese battling tops known as "bei-goma." The tops consist of five layers, including main discs made of diecast metal. The parts are interchangeable and each has its distinct traits which give it advantages and disadvantages, allowing for strategic customization. Basic battles are conducted one-on-one in a 30cm proprietary play arena known as a Bey Stadium. Proprietary launchers and ripcords are used to launch the battling tops into the stadium with high speed action. The winner of the battle is determined when either top is either knocked out of the stadium or stops spinning, with the remaining spinning top declared the winner. Strategy is used in choosing parts based on their strengths and weaknesses and by sizing up the opponent's presumed choices in his or her top, in order to increase one's own probability of victory.

The first generation of Beyblade was launched in Japan in July 1999 and culminated in popularity at the August 2004 World Championship in New York City.

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[www.takaratomy.co.jp](http://www.takaratomy.co.jp)

## Metal Fight Beyblade Worldwide Popularity

### ★Now in over 70 Countries and Territories with Cumulative Sales of Over 80 Million Units★

*Metal Fight Beyblade* was launched in Japan in August 2008, followed first by South Korea then North America, South America, Europe, the Middle East, and other regions. It is currently available officially in over 70 countries or territories and cumulative sales exceed 80 million units. The colors, designs, package styles etc. of the products vary from market to market, to suit local tastes but the basic rules of play are universal. The culture of traditional Japanese battling tops lives on within the modern *Beyblade* tops and has developed into a worldwide favorite. In March 2012, the *Beyblade World Championship* will be held in Toronto, Canada.

### ★Countries and Territories where Beyblade is Sold★

Algeria, Andorra, Argentina, Aruba, Australia, Bahamas, Bahrain, Belgium, Bolivia, Brazil, Bulgaria, Canada, Chile, Columbia, Costa Rica, Croatia, Denmark, Dominican Republic, Ecuador, Egypt, El Salvador, Estonia, France, Germany, Greece, Guatemala, Honduras, Hong Kong, Hungary, India, Indonesia, Iraq, Israel, Italy, Japan, Jordan, Kuwait, Latvia, Libya, Lithuania, Luxembourg, Malaysia, Mexico, Morocco, Netherlands, New Zealand, Nicaragua, Norway, Oman, Pakistan, Panama, Peru, Philippines, Poland, Portugal, Qatar, Russia, San Marino, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Sweden, Switzerland, Syria, Taiwan, Thailand, Tunisia, United Arab Emirates, United Kingdom, United States, Uruguay, Venezuela, Vietnam, Yemen, etc.

Note: Listed alphabetically. Some names shown are unofficial common names. List is not comprehensive.



Darkened portions show areas where *Beyblade* is sold. (As of June, 2011.)

### A selection of local names for *Beyblade Metal Fusion* and the phrase used to start a match

<ul style="list-style-type: none"> <li>■ United States</li> <li>■ Beyblade Metal Fusion</li> <li>“Three, two, one let it rip !”</li> </ul>	<ul style="list-style-type: none"> <li>■ South Korea</li> <li>■ ‘메탈베이블레이드’</li> <li>Literally: “Metal Beyblade”</li> <li>“Set, dool, hana, go shoot!”</li> </ul>	<ul style="list-style-type: none"> <li>■ India</li> <li>■ Beyblade Metal Fusion</li> <li>“Three, two, one... go shoot!”</li> </ul>
<ul style="list-style-type: none"> <li>■ France</li> <li>■ Beyblade Metal Fusion</li> <li>“Three, two, one, Hyper Vitesse!”</li> </ul>	<ul style="list-style-type: none"> <li>■ Taiwan</li> <li>■ 메탈ファイト ベイブレード</li> <li>Literally: “Metal Fight Beyblade” using Japanese writing, due to Taiwan’s affinity for Japanese products</li> <li>“san, er, yi, zhan dou, kai shi!”</li> </ul>	<ul style="list-style-type: none"> <li>■ Saudi Arabia</li> <li>■ المعركة الحديدية بي بليد</li> <li>Literally: “Metal Beyblade”</li> <li>ثلاثة ، اثنان ، واحد... أطلق</li> <li>“Three, two, one... go shoot!”</li> </ul>