

For Immediate Release

Modernized Bei-Goma Toy Goes Global! Creates Bonds of Friendship Across Borders



Beyblade Asia Championship 2011

Japan Wins the Junior Class, Indonesia the Regular Class !

10 Asian Countries Participated on August 21st in Kyoto, Japan

Tokyo, Japan, Aug 22, 2011: On the 21st of August in Kyoto, Japan, the top *Beyblade* competitors, known as “Bladers” from 10 countries and territories competed 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*, chased their dream of becoming Asia champion in the birthplace of *Beyblade*; Japan. Twenty Bladers, the winners of their class from each territory, competed in the tournament.

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. With simple rules (the winner of the battle is determined when one top either knocks its opponent out of the stadium or continues spinning longer than the other) even children battling for the first time can enjoy the fun and make friends right away. This is the second time such an international competition has been held, following on the *Asia Championship 2010* held last year in Seoul, South Korea. Japan, South Korea, Hong-Kong were returnees but many other countries also participated this year from all over Asia. The Japan representatives were Kitadokoro Yuya (age 7) in the Junior Class) and Ukyo Mashino (age 11) in the Regular Class.

Yuya Kitadokoro went on to win the Junior Class, while Juan Edbert (age 10), representing Indonesia, was the winner of the Regular class. After his win, Junior champion Yuya Kitadokoro proclaimed, “I’m very happy I won. My family and my friends cheering for me helped me do my best.” Regular class champion, Juan Edbert said “I’m so happy. The exciting battles are what makes *Beyblade* so fun!

The tournament was full of impressive battles, highlighted by the strong efforts of the Bladers, giving their best mentally and physically until the outcome of each battle. After the championship final, an exhibition tournament was held with international teams of two formed with one Junior Class Blader and one Regular Class Blader of a different nationality. It was quite amazing to see the pairs work together regardless of language, sharing their *Beyblade* components and cheering each other on. Despite different native languages, they were able to communicate through their common “language” of *Beyblade*.. For children who were not part of the official championship tournament, there was an all-comers open battle area where more than 1,000 children and parents joined in the activities.

In the opening ceremony, a message flag was introduced on which Bladers representing the other countries wrote their own personal messages to all Bladers of Japan. This was just another way for *Beyblade* to create bonds of friendship across borders and languages. After that, the Japanese representatives read the “*Beyblade* Bond of Friendship Proclamation” which promoted one of the goals of the event, to establish bridge building bonds among the children, their parents and their international competitors.



Japan representatives taking their oath
in front of participants

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.

The hit boy toy line, *Metal Fight Beyblade* which is a modernized version of the traditional Japanese *bei-goma* battling tops, will be expanded with its theme: bonds. The hugely popular toy has power as a “communication toy” which is creating bonds of family fun and friendship not only within Japan, but on an international level.

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
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 st and 2 nd Yr Primary School); Regular Class (3 rd - 6 th Yr Primary School).

Asia Championship Results

Junior Class and Regular Class preliminary rounds, followed by league battles and the top four advancing to the finals.

Junior Class (1st and 2nd Year of Primary School):
Champion – Japan , Yuya Kitadokoro (7 years old)
Second – Singapore, Reuben Ng Yong Qi (7 years old)
Third – South Korea, Do-yeon Yang (8 years old)

Regular Class (3rd to 6th Year of Primary School) :
Champion – Indonesia, Juan Edbert (10 years old)
Second – Taiwan, Ting Tzu Siang (12 years old)
Third – Japan, Ukyo Mashino (11 years old)

Exhibition Tournament:

Teams consisting of one junior member and one regular member of different nationalities

Other Events:

- An autograph session – author of the comic, *Metal-fight Beyblade*
- Performance of the *Beyblade* anime theme song by YU+KI
- An exhibit highlighting the history of *Beyblade*
- *Beyblade* training center
- Opportunity to battle against the automated *Beyblade* battle machine, “*Ultimate Bey-ta*”
...and more !!



An Intense *Beyblade* battle
Junior Class semifinal: Japan vs. Republic of Korea



The Champions:
Front, L-R: Junior Class, Singapore, Japan, Republic of Korea
Back, L-R: Regular Class, Taiwan, Indonesia, Japan



Good Sportsmanship After the battle
Junior Class elimination: Philippines vs. Malaysia



A Victory Smile
Junior Class elimination: Japan vs. Singapore



All the national representatives show their favorite *Beyblade* tops while standing in front of the message flag, inscribed with messages to all Bladers of Japan from each national representative.



Spectators crowd the battle stage as families watched their child's battles eagerly.

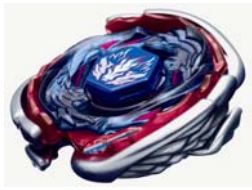


Viet Nam Bladers are ready for battle!!



Bladers enjoying playing *Beyblade* after the Asia Championship!

About Metal Fight Beyblade



A Metal Fight Beyblade top

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 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.

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. The *Metal Fight Beyblade* toy series was launched in 2008. Along with a TV anime, currently available in over 70 countries and territories, a cumulative 80 million plus units of *Beyblade* toys have been sold to date. In March 2012, the *Beyblade World Championship* will be held in Toronto, Canada.

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