



For Immediate Release

September 26, 2019

More than 6.5 billion cards issued!

The hit trading card game “DUEL MASTERS” is finally a full-scale app!

The card game app jointly developed by TOMY Company and DeNA

“DUEL MASTERS PLAY’S” delivery decided!

Pre-registration open from Thursday, September 26

TOMY Company, Ltd.
DeNA Co., Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) has decided to deliver this winter **the smartphone card game app “DUEL MASTERS PLAY’S”** developed jointly with DeNA Co., Ltd. (hereafter “DeNA”; President & CEO: Isao Moriyasu, headquarters: Shibuya-ku, Tokyo). We are accepting pre-registration ahead of delivery on “DUEL MASTERS PLAY’S” official website (dmps.takaratomy.co.jp) from Thursday, September 26.



“DUEL MASTERS PLAY’S” is a card game app, an optimized-for-mobile version of the trading card game (hereafter “TCG”) “DUEL MASTERS” that TOMY Company has been selling since 2002.

“DUEL MASTERS” is well known to a wide cross-section of society from elementary school students to adults aged 30-plus and remains even today, 18 years after its release, a TCG brand loved by both new users and veteran players. Numerous tournaments and other events are held to expand exchanges among players, with the annual number of events across all corners of the country reaching more than 50,000.

“DUEL MASTERS PLAY’S” planning started with a view to providing players from card game beginners to advanced players and fans of the original manga with (1) **play** = play personalized to a variety of playing styles, and (2) **place** = place for links to new connections across time and place.

TOMY Company utilizes the know-how and content capabilities cultivated in the development of physical TCG and is responsible for the game planning, direction, development and management. DeNA provides the system construction and digital marketing support. Together we are providing “a playing platform with a variety of DUEL MASTERS battles,” that is, the “PLAY’S” in “DUEL MASTERS PLAY’S.”

The “DUEL MASTERS PLAY’S” app world includes newly designed characters unique to the app, and cards from the initial release of “DUEL MASTERS” along with characters from the original manga also appear in what is a nostalgic but new playing environment.

◆ “DUEL MASTERS PLAY’S” features ◆

- ▶ **Nostalgic but new. Early-release DUEL MASTERS cards and characters from the original manga appear!**



Original characters from the initial manga series



Nostalgic legend class cards
(app specifications)



Game navigator “Cocco Lupico”

“DUEL MASTERS PLAY’S” features cards from the initial release of “DUEL MASTERS,” nostalgic characters from the original manga, a navigator using a mascot-like, beloved creature motif, etc., and reproduces an environment likely to evoke memories among adults who played with “DUEL MASTERS” in their youth. With an environment that will seem nostalgic for adults coming into contact with “DUEL MASTERS” after a long time and fresh to users unfamiliar with the initial release, “DUEL MASTERS PLAY’S” enables everyone to experience the world of “DUEL MASTERS.”

- ▶ **With optimized rules and support, even beginners will be able to enjoy full-fledged battles!**



After repeated meetings with Wizards of the Coast LLC, who developed “DUEL MASTERS,” we have optimized some rules to promote play at a good tempo while still following some of the game’s characteristic basic rules such as the “shield trigger.” We have also included enhancements such as adding a support function for “deck construction” (where players combine the cards they use to their own liking), which is something beginners tend to find difficult, so that anyone can easily enjoy the full-fledged card game.

- ▶ **Enjoy scenario play with enhanced solo mode!**

In addition to multi-player mode, we have enhanced the solo mode that enables players to progress their adventures through scenarios, a feature rarely seen in card game apps up until now. In those scenarios, characters unique to the app and legend class original characters appear, and we plan to appoint superb voice actors.

- ▶ **Interactive music that will make you feel like you are in an action game!**

“DUEL MASTERS PLAY’S” is the first card game app to adopt “interactive music” featuring song arrangements that change seamlessly with the battle situation. Music synchronized to players’ emotions produces battles that will make players feel they are in an action game.

◆ **Pre-registration is now available** ◆

Ahead of the release, we are accepting pre-registrations from Thursday, September 26. Those who register by one of the following methods, according to the number of people who pre-register, will receive benefits when the official service launches. Please check the official website for campaign details (dmps.takaratomy.co.jp).

- ▶ **Follow us on our official Twitter:** twitter.com/dmps_info
- ▶ **Register as a friend on our official LINE account:** nav.cx/17oabt5

◆ **Outline of the app** ◆

Title: "DUEL MASTERS PLAY'S"
Genre: Online multi-player card game
Distribution platform: App Store/Google Play
Scheduled delivery date: Scheduled to be released this winter
Price: Free to Play (In-app purchase for in-game items)
Copyright: ©2019 Wizards of the Coast/Shogakukan/Mitsui-Kids ©TOMY ©DeNA
Official website: dmps.takaratomy.co.jp
Official Twitter: twitter.com/dmps_info
Official LINE: nav.cx/17oabt5

* The contents of this release are current as at September 26, 2019, but are subject to change without notice.

For press inquiries, please contact:

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For product inquiries from consumers, please contact:

TOMY Customer Service (Japanese only) Tel: 0570-041031 (Navi-Dial)

* Once arrangements are in place, we will open a dedicated contact line.