



For Immediate Release

December 16, 2019

More than 300,000 pre-registered users!!

\\ DUEL MASTERS now has an app! Enjoy the ever-so-exciting battles anytime, anywhere and with anyone!! //

Full-scale app of the trading card game “DUEL MASTERS”

“DUEL MASTERS PLAY’S”

Available for download beginning on Wednesday, December 18, 2019!

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) has developed **the smartphone card game app “DUEL MASTERS PLAY’S”** jointly with DeNA Co., Ltd. (President & CEO: Isao Moriyasu, headquarters: Shibuya-ku, Tokyo), and will release the app via the App Store and Google Play stores beginning on Wednesday, December 18, 2019.



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

▶ We reached 300,000 pre-registrants! Free legendary “Bolmetheus Steel Dragon” trump card

On Thursday, September 26, 2019, TOMY Company started a campaign to give bonus items at the start of the official service according to the number of pre-registrants, and more than 300,000 users have now registered with the application. It has been decided that TOMY Company will commemorate its success at having achieved its pre-registration campaign target of 300,000 registrants by distributing the legendary “Bolmetheus Steel Dragon” trump card used by the first protagonist of “DUEL MASTERS.” Upon the app’s streaming, TOMY Company will also distribute various bonus items including extension packs.

In addition, we have started pre-download on the application stores ahead of the official streaming.

▶ **App Store** : apps.apple.com/jp/app/デュエル-マスターズ-プレイス/id1478829750

▶ **Google Play** : play.google.com/store/apps/details?id=jp.co.takaratomy.duelmastersplays

◆ Outline of the app ◆

Title: “DUEL MASTERS PLAY’S”

Genre: Online multi-player card game

Distribution platform: App Store/Google Play

Release date: Wednesday, December 18, 2019

Price: Free to play (In-app purchase for in-game items)

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Official website: dmps.takaratomy.co.jp

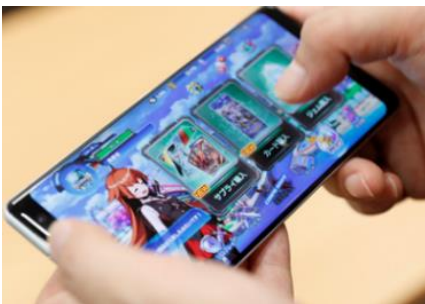
Official Twitter: twitter.com/dmps_info

[About “DUEL MASTERS PLAY’S”]

“DUEL MASTERS PLAY’S” is a card game app that is an optimized-for-mobile version of the popular “DUEL MASTERS” (Sales Agent: TOMY Company / Producer: Wizards of the Coast LLC) trading card game that has achieved cumulative issuances of over 6.5 billion cards since its release in 2002. Equipped with elements such as cards from the initial release of “DUEL MASTERS” and nostalgic characters from the original manga, the app provides players from card game beginners to advanced players and fans of the original manga with play that equates to play personalized to a variety of playing styles, and place that equates to place for links to new connections across time and place.

Moreover, the app also features numerous original characters, including the “Cocco Lupico” navigator with a mascot-like, beloved creature motif from the past. To ensure that players will be able to more profoundly enjoy a new world of apps while maintaining such nostalgic qualities, an animated promotional video has been created that helps make the game more exciting. The video’s theme song is performed by “MY FIRST STORY” and “vocalist chelly of the music duo EGOIST,” who are both charismatic and popular artists particularly with young people. Meanwhile, the animation was produced by WIT STUDIO, Inc. whose major works include “Attack on Titan,” “KABANERI OF THE IRON FORTRESS,” and “VINLAND SAGA.”

▶ View the promotional video, here: youtu.be/dFuXeDniaX8



Game-play screen



Classical legendary cards (app version)

Left: “Bolmeteus Steel Dragon”

Right: ”Alcacias Lord of Spirits”



Game navigator “Cocco Lupico”

(Character Voice: Maria Sashide)

TOMY Company celebrated the 95th anniversary of its founding on February 2, 2019

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