



For Immediate Release

January 31, 2020

The card game app 『DUEL MASTERS PLAY'S』 Five million download mark passed!!

- ▶ “5Million Download Plus Campaign” to be launched
- ▶ Second edition card pack “RETURN OF LEGENDS” to be released!!

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushikaku, Tokyo) is commemorating passing the 500 download mark for the smartphone card game app “DUEL MASTERS PLAY'S” developed jointly with DeNA Co., Ltd. (President & CEO: Isao Moriyasu, headquarters: Shibuya-ku, Tokyo) by distributing 10 first edition card pack tickets under the “5Million Download Plus Campaign” starting from Saturday, February 1. Additionally, from Saturday, February 1 onward, it will present 40 first edition card pack tickets as “New User Support Presents” to users who create an account for the first time.

It has also been decided that a second edition card pack “RETURN OF LEGENDS” will be released. A series of announcements regarding which cards will be featured and release timing will be shared through the official DUEL MASTERS PLAY'S Twitter account (twitter.com/dmps_info) and other channels.

“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.

▶ 10 first edition card pack tickets to be presented under the “5Million Download Plus Campaign!”

TOMY Company will commemorate passing the 500 download mark by presenting all users who log-in during the campaign period with ten first edition card pack tickets.

Campaign period: 00:00 Saturday, February 1 – 23:59 Saturday, February 29, 2020



▶ From Saturday, February 1, 40 first edition card pack tickets to be presented to new users!

From Saturday, February 1 onward, TOMY Company will present 40 first edition card pack tickets as “New User Support Presents” to users who create an account for the first time.

▶ Leading up to the release of the second edition card pack “RETURN OF LEGENDS,” an interactive campaign will be launched.

Leading up to the release of the second edition card pack “RETURN OF LEGENDS,” an interactive campaign will be held in which users will post answers on Twitter about cards that will be featured based on hints. A lottery will be held among users who guess the correct answer with 100 winners receiving 10 second edition card pack tickets.

Campaign Period

19:00 Friday, January 31 – 18:59 Friday, February 7, 2020



◆ 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: dmpls.takaratomy.co.jp

Official Twitter: twitter.com/dmpls_info

[About “DUEL MASTERS PLAY’S”]

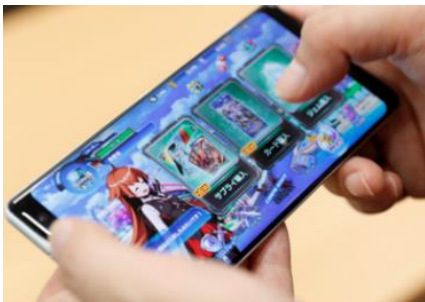
“DUEL MASTERS PLAY’S” is a card game app that is an optimized-for-mobile version of the popular trading card game “DUEL MASTERS” (Sales Agent: TOMY Company / Producer: Wizards of the Coast LLC) that has achieved cumulative issuances of over 6.5 billion cards since its release in 2002. Equipped with elements 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

▶ 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



Game-play screen



Classical legendary cards (app version)

Left: “Bolmeteus Steel Dragon”

Right: “Alcadeias Lord of Spirits”



Game navigator “Cocco Lupico”
(Character Voice: Maria Sashide)

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For product inquiries from consumers, please contact:

DUEL MASTERS PLAY’S Support Site: support@duelmastersplays.com