



For Immediate Release

April 22, 2020

**For the first time in the 45-year history of “Pop-Up Pirate,” five Blackbeard pirates pop out at a time!**

**“Super Pop-Up Pirates MAX5”**

**To be launched Thursday, April 23, 2020!**

**Collaboration relay videos by five “one-hit wonder comedians” will be delivered!**

**Enjoy #stayingathome with advanced version of the standard toy!**

TOMY Company, Ltd.

“Pop-Up Pirate,” a longtime-seller party game toy launched by TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo), will mark the 45th anniversary of its release in July 2020.

To celebrate the 45th anniversary, “Super Pop-Up Pirates MAX5” (SRP: JPY 2,980/tax not included), from which five Blackbeard pirates pop out at a time, will go on sale on Thursday, April 23, 2020 at toy stores, toy sections of department stores/mass retailers throughout Japan, online stores, TOMY Company’s official online store “Takara Tomy Mall” ([takaratomymall.jp/shop/](http://takaratomymall.jp/shop/)), etc.

In addition, based on the product’s feature of five Blackbeard pirates popping up at a time, web-distributed videos created through collaboration with five comedians, who are active as “one-hit wonder comedians,” namely “Dandy Sakano,” “Sugi-chan,” “Hige Danshaku” (duo), “Gorgeous” and “Yoshio Kojima,” will be delivered from Thursday, April 23 on TOMY Company’s official YouTube channel “Takara Tomy Channel” ([www.youtube.com/user/takaratomychannel/](http://www.youtube.com/user/takaratomychannel/)).



Five “one-hit wonder comedians” who collaborate with



←See the video on how to play from here.

New product “Super Pop-Up Pirates MAX5”

## [Features of the product]

Just like the existing “Pop-up Pirate”, players follow a rule to insert a sword into a slot of the barrel in turns and a player who has the “Blackbeard pirate figure” in the barrel pop out loses. The following new features allow you enjoy communications with a thrill and excitement more than ever. We offer all-new ways to play “Pop-Up Pirate.”



### ■ New features of “Super Pop-Up Pirates MAX5”

- Five dolls pop out at a time.
- A “Blackbeard pirate figure” pops out five times higher than normal “Pop-up Pirate” (\* Comparison assuming that the “Pop-up Pirate” doll pops out 10 cm high).
- Five ways to play are possible.

### ■ Five ways to play

#### (1) GAME 1 “Five Pirates Crisis”

Players insert a sword into the barrel in turns. If five “Blackbeard pirate dolls” pop out, the player loses.

#### (2) GAME 2 “Catching Pirates”

Players choose a color of the sword and insert the sword in turns. If a player can catch the “Blackbeard pirate figure” of the same color as the sword popping out in the air, the player wins.

#### (3) GAME 3 “Blackbeard Pirates Battle”

Players insert swords into the barrel in turns. A player who catches more “Blackbeard pirate figures” that pop out than other players wins (\* It is prohibited to take away figures from other players who caught them first).

#### (4) GAME 4 “Blackbeard Pirate Fortune-telling”

Players insert swords into the barrel in turns. After “Blackbeard pirate figures” popped out, look at the face direction of the dolls on the floor. If the face is upturned, today’s fortune for that color is lucky!?! (Blue: travel luck/yellow: money luck/black: study luck/green: health luck/red: romance luck)



#### (5) GAME 5 “Blackbeard Pirates Survival”

Like musical chairs, put “Blackbeard pirate figures” of the number smaller by one than the number of players into the barrel (if four people play, set three figures). Players insert swords into the barrel in turns, and they catch one of the “Blackbeard pirate figures” that pop out. Players who cannot catch one drop out. The remaining players catch the figures of the number further smaller by one than the number of players in the same way. The last remaining player wins.



#### [Promotion]

#### ■“Special project for the 45th anniversary of Pop-Up Pirate: Blackbeard Pirate Relay by One-hit Wonder Comedians”

Based on the product’s feature, web-distributed videos created through collaboration with five “one-hit wonder comedians” will be delivered from Thursday, April 23 on TOMY Company’s official YouTube channel “Takara Tomy Channel” ([www.youtube.com/user/takaratomychannel](http://www.youtube.com/user/takaratomychannel)) each for a limited time only. This is a relay video project where **five comedians** who are active as “one-hit wonder comedians,” namely “**Dandy Sakano,**” “**Sugi-chan,**” “**Hige Danshaku,**” “**Gorgeous**” and “**Yoshio Kojima,**” attract attention to the fun of “Super Pop-Up Pirates MAX5” from April through December 2020. As “ambassadors for the 45th anniversary of Pop-Up Pirate,” they will give this promotion a big boost through the year.

Furthermore, we conduct a campaign where viewers guess the ranking of the videos based on the number of plays. Apply for the campaign with the hashtag “#黒ひげでMAX遊ぼう (Let’s play max with “Super Pop-Up Pirates MAX5”).” Among those who guessed the No.1 through No.5 ranking right, one winner selected in a drawing will receive “Pure Gold Blackbeard Pirate Sword.” Details will be available on the website ([www.takaratomy.co.jp/products/kurohige/products/max5/](http://www.takaratomy.co.jp/products/kurohige/products/max5/)).



Yoshio Kojima

Sugi-chan

Gorgeous

Dandy Sakano

Hige Danshaku



## [About “Pop-up Pirate”]

Since the launch on July 1, 1975, 80 types of the “Pop-up Pirate” have been released to date (81 types including “Super Pop-Up Pirates MAX5”). It is a longtime seller with cumulative shipment volume of more than 15 million units in 47 countries and regions around the world. The game has been loved by men and women of all ages around the world for its features such as “everybody can enjoy it just by following simple and clear rules,” “thrilling and exciting,” and “the game is settled in no time.” To play, players insert a sword into a slot of the barrel in turns, and if “Blackbeard pirate figure” in the barrel pops out, the player loses (\*). While feeling thrilled and excited wondering who will have “Blackbeard pirate figure” pop out, everyone can share the same time and experience and enjoy communications.



“Pop-Up Pirate Game” (first-generation/1975)

“Pop-Up Pirate” (sixth-generation/2011 to date)

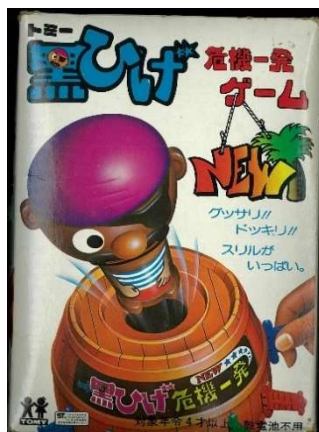
### \* History of rule changes

At the time of launch in 1975, under the concept of “saving the leader of pirates who is tied up and trapped in a barrel by cutting the ropes with swords,” the rule was “a player who has “Blackbeard pirate doll” pop out wins.” In 1979, four years after the release, the rule was changed to “If the doll pops out, you win or lose (Please decide which to choose before you play).” Finally in 1995, the rule was changed officially to “If the figure pops out, you lose.”

It is said that, behind the rule change, there was a popular quiz show broadcast from 1976 to 1988 that adopted rules opposite to the original rules, such as the score of a contestant who inserted a sword that triggered the pop-out of the figure became zero, and the contestant missed a big prize if he or she could not catch “Blackbeard pirate figure” popping out. Furthermore, the contestant who was surprised by the doll popping out evoked an impression that he/she “lost” the game.



“Pop-up Pirate Game”  
(First-generation/1975)



“Pop-up Pirate Game”  
(Second-generation/1979)



“Original Pop-up Pirate”  
(fourth-generation/1995)

## <Product Outline>

Product Name: “**Super Pop-Up Pirates MAX5**”

SRP: JPY 2,980 (tax not included)

Scheduled Launch Date: Thursday, April 23, 2020

Recommended Age: 4 years and up

Package Contents: MAX5 barrel x 1, Blackbeard pirate figures x 5 (blue, yellow, black, green and red), swords x 20 (4 each in blue, yellow, black, green and red)

Dimensions: W 150 mm × H 220 mm × D 150 mm \*When figures are placed in the barrel.

Weight: Approx. 530 g \*When figures are placed in the barrel (excluding swords).

Sales Target: 30,000 units per year

Sales Channels: Toy stores, toy sections of department stores/mass retailers throughout Japan, online stores, selected bookstores, TOMY Company’s official online store “Takara Tomy Mall” ([takaratomymall.jp/shop](http://takaratomymall.jp/shop)), etc.

Copyright: © TOMY

Official Website: [www.takaratomy.co.jp/products/kurohige/products/max5/](http://www.takaratomy.co.jp/products/kurohige/products/max5/)

**For press inquiries, please contact:**

Public Relations Division, TOMY Company, Ltd. Tel: 03-5654-1280 Fax: 03-5654-1380

**For product inquiries from consumers, please contact:**

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