

For Immediate Release



July 7, 2020

Now is the time to make big **dreams** come true!
 Make everyone's **dreams** come true! Spectacular commemorative campaign
**“The Game of Life: Let’s Make Jumbo Dreams Come True
 Campaign” held to celebrate the launch!**

Win lottery tickets worth JPY 1 million! Win all models of Tomica currently on sale!

Make your dreams come true with these spectacular prizes!

Enjoy life having **dreams** with
“The Game of Life Jumbo Dream”

To be launched Thursday, July 9, 2020

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) announces the release of **“The Game of Life Jumbo Dream”** (SRP: JPY3,980/tax not included) as a new product in the board game series “The Game of Life,” going on sale from Thursday, July 9, 2020, at toy stores, toy sections of department stores/mass retailers in Japan, online stores and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.

“The Game of Life Jumbo Dream” is the 66th edition in the product’s history, designed with the theme “Life with dreams.”

As in the normal Game of Life, each player earns money and aims for the goal, but this time the point of the game is making “dreams” come true on the way.

With a **“Dream Card,”** you can realize various dreams, from small dreams to big dreams, while the **“Jumbo Dream Lottery”** gives you a chance to get rich quick, and with the **“Dream Bridge”** in the final stage, you can realize your big dream of an upset win.

You can enjoy various dreams come true in the game while imagining your own future dreams. There is no complicated rule setting, it is simple and easy to play, and it can be enjoyed by a wide range of people from children to adults.

With the increased amount of time spent at home recently, playing tabletop games such as “The Game of Life” and “Pop-up Pirate” has become a popular pastime again (*April sales for “The Game of Life” rose +40% YoY). As people will continue to be asked to adapt to “new lifestyles” going forward,



we have designed the new game with the aim of encouraging people to maintain hope for the future and to realize their dreams.

Also, to celebrate the launch, **“The Game of Life: Let’s Make Jumbo Dreams Come True Campaign”** is held from Tuesday, July 7, 2020, a spectacular campaign to fulfill eight big dreams for the participants. The campaign includes prizes such as **“dream of winning lottery tickets worth JPY 1 million,”** **“dream of winning all models of Tomica currently on sale,”** **“dream of getting made-to-order bedding set,”** and **“dream of creating a square on The Game of Life,”** each a spectacular, desirable prize for everyone. Please see the campaign site for details regarding conditions for applying.



Campaign website: www.takaratomy.co.jp/products/jinsei/event/2007_dream/index.html

◆ Features of the Game ◆

Point 1 Get rich quick! “Jumbo Dream Lottery”

If you land on the square to buy lottery tickets, you can buy up to 4 tickets from ticket numbers 1 through 10.

There are secondary prizes for coming next to the winning number, so you can put all your money on one number, or go for a balanced deck, the essence of a lottery!

If you nail the number, you get rich quick. With the lottery ticket, you get a chance to win jackpot by spinning the roulette.



Point 2 Make your dream come true and you win! “Dream Card”

You can get a Dream Card randomly by landing on a “get a Dream Card” square.

There are three class of Dream Cards: “small dreams,” “medium, ‘so-so’ dreams,” and “jumbo dreams.”

Dreams can be redeemed for cash at the end, and more “jumbo” the dream, more money can be earned.

Example: ●Small dream...See repeating numbers on a digital clock, \$20,000/

Eat a whole cake by yourself, \$30,000

●Medium, ‘so-so’ dream...Catch a home run ball, \$40,000/

Reserve a whole amusement park for a day, \$ 70,000

●Jumbo dream...Star in a movie, \$ 90,000/

Go on space travel! \$250,000



Point 3 Make a dramatic comeback with “Dream Bridge”

Before the final stretch of the game, there is an impactful jumbo bridge that crosses the board.

There are plenty of opportunities for a major turnaround on this bridge.

There are also jumbo dreams that can only come true on this bridge.

Go beyond the dream bridge and aim for the goal.



◆Example of squares

Squares with “new values” are incorporated in line with the changing times.

- Point rebates for **cashless payments**: Get \$50,000
- Buy a **drive recorder**: Pay \$6,000
- Side-job meal delivery service** gets very busy: Get \$60,000
- Invest in a new invention via **crowdfunding**: Pay \$5,000
- Discover **hot-topic graffiti** in an obscure part of town: Get \$60,000

“The Game of Life: Let’s Make Jumbo Dreams Come True Campaign”

[Period to apply] Tuesday, July 7, 2020 – 23:59 Monday, August 31, 2020

[How to apply]

- Please enter the required information in the application form set for each prize.
- You can apply for more than 1 dream. However, you can only win once.
- Please see the campaign site for details regarding conditions for applying.

Campaign website: www.takaratomy.co.jp/products/jinsei/event/2007_dream/index.html

[Campaign details]

1. Dream of winning lottery tickets worth JPY 1 million!

“Summer Jumbo Lottery (the 848th nationwide local government lottery in Japan)” tickets worth JPY1 million (3,334 tickets) will be handed to the winner at a designated location in Tokyo. The prize money is up to your luck of the draw!

*We will cover the story from handing over tickets to seeing the results, which will be published (streamed) on official TOMY Company, Ltd. social media at a later date. (TOMY Company, Ltd. will cover transportation costs to the location up to JPY 50,000)



2. Dream to have pleasant dreams with made-to-order NISHIKAWA bedding set!

Sponsored by bedding maker NISHIKAWA Co., Ltd. which boasts 454 years of history.

Consulting a “Sleep Master,” a professional on sleep, you can order a customized bedding set (in lines such as “&Free”) that perfectly suits you. (Order can be up to JPY 500,000; TOMY Company, Ltd. will cover transportation costs to the location up to JPY 50,000)



3. Dream of winning a year's supply of Calbee's "Kappa Ebisen"!

Sponsored by Calbee, Inc., a year's supply of the popular snack "Kappa Ebisen" (365 bags) will be awarded to 1 person. Other spectacular campaigns are also planned. Details will be announced later.



4. Dream of making live game streaming debut with The Game of Life!

Collaboration with KADOKAWA CORPORATION's live game streaming channel for children, "Channel Cross" (<https://www.youtube.com/ChCross>)!

A professional announcer will provide play-by-play commentary on your family playing The Game of Life, and the game will be turned into a live commentary video. In addition, the winner will receive "The Game of Life Jumbo Dream" game banknotes with a photo of the winner's face! *The shooting location is in Tokyo (TOMY Company, Ltd. will cover transportation costs to the location up to JPY 50,000)



5. Dream to confront Daisuke Naito with boxing toys!

A showdown with former WBC world flyweight champion Daisuke Naito in "Kentoshi Gachinko Fight."

A video of the match will be posted on Mr. Naito's official YouTube channel "Daisuke Naito Channel"

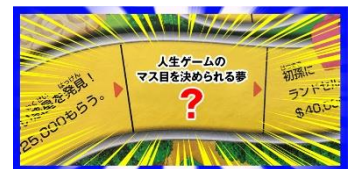
(<https://www.youtube.com/channel/UC83KoweoLMehHk1tOc-BT1g>). *The filming location of the showdown is in Tokyo (TOMY Company, Ltd. will cover transportation costs to the location up to JPY 50,000)



6. Dream of creating a new square in "The Game of Life"

Participate in a web meeting with TOMY Company's development team for "The Game of Life" and think up one of the squares in the next edition of "The Game of Life" scheduled to be released next spring or later.

*The communication cost for participating in the web meeting will be borne by the winner.



7. Dream of winning all models of "Tomica" currently on sale!

Winner gets a complete set of all 140 models of "Tomica" die-cast miniature cars that celebrate 50th anniversary this year, including long type Tomica! (140 models including 20 long types, which are on sale as of June 2020)



8. Dream to have a present delivered by "Licca" !

"Licca" will deliver a present to your house!

The winner will be awarded an assortment of "Licca" items at their house, hand-delivered by Licca herself!



[About "The Game of Life"] www.takaratomy.co.jp/products/jinsei

"The Game of Life" is a board game where a player spins the wheel and moves forward the space, aiming to become a billionaire experiencing various events in life such as starting to work, getting married, giving birth, and buying a home. It was launched in September 1968 in Japan during the period of high economic growth with the TV commercial starting with a catch copy of "Life has its ups and downs."

The first generation "The Game of Life" in Japan was close to the literal translated edition of "THE GAME OF LIFE" which was launched in 1960 in the United States. Since then, contents of the game became a Japanese original from the third generation launched in 1983, constantly developing as a game with

topicality while reflecting aspects of life and trend of the period. In addition, “The Game of Life Heisei Edition” was launched in 1989, drawing attention as the first “The Game of Life” for adults. A total of 12 products was launched as the “Heisei Edition” series.

Broadly speaking, there are two development categories of “The Game of Life”: (1) “standard edition” and (2) “theme line edition” which adopts character collaboration and events with trends. The flagship (standard) model was renewed in April 2016 after 8 years, launching as the successive seventh generation of “The Game of Life.” Furthermore, various measures were developed including the launch of “The Game of Life Time Slip” in March 2018 as a commemoration of the 50th anniversary of “The Game of Life.” “The Game of Life+(plus) Reiwa Edition” in which the new imperial era name was added to the product name was launched in April 2019. This product “The Game of Life Jumbo Dream” will be the 66th game to be successively made.

<Product Outline>

Product Name: **“The Game of Life Jumbo Dream”**

SRP: JPY 3,980 (tax not included)

Launch Date: Thursday, July 9, 2020

Recommended Age: 6 years and up

Number of Players: 2 - 6

Dimensions: W 504 mm × H 297 mm × D 55 mm

Package Contents: Game board with roulette wheel (1), mountain pieces (other than those attached to the game board) (2), dream bridge (1), houses (other than those attached to the game board) (3), car tokens, 6 colors 1 each (6), flags, 6 colors 1 each (6), character pegs (36 light blue, 36 pink) (72), occupation cards (16), dream cards (60), Jumbo Dream lottery tickets (40), money (dollar bills) pack (1), 1 million dollar bill (16), bill holder tray (1), bill holder sheet (3), game guide (1)

Sales Channels: Toy stores, toy sections of department stores/mass retailers in Japan, online stores, and TOMY Company’s official online store “Takara Tomy Mall”(takaratomy.com)

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Product site: www.takaratomy.co.jp/products/jinsei/product/jumbodream

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