

For Immediate Release

October 4, 2021

**New collaboration product between “Pop-Up Pirate” and PIZZA-LA
for bringing more excitement to at-home parties!**

The new Pop-Up Pirate features a two-sided head that determines commands!
Delivers thrill and excitement with whopping 48 different commands!

“Pop Up Yokubari Party”

To be launched on Pizza Day(*) – Saturday, November 20, 2021

Commemorating the collaboration, “At-home Yokubari Party Campaign♪” starts on Friday, October 15!

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release “**Pop Up Yokubari Party**” (SRP: JPY 2,530 each/tax included) as a new product in the longtime-seller game “Pop-Up Pirate” series on Saturday, November 20, 2021 at toy stores, toy sections of department stores and mass retailers throughout Japan, online stores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.



The upcoming “**Pop Up Yokubari Party**” is a dare game, in which players insert swords into the barrel and follow the command if the Blackbeard pirate figure pops out. In addition to the thrill of the Blackbeard popping out, 48 different commands are sure to create exciting time for the entire family. The commands are based on one of the two themes: communication and physical activities. The Blackbeard pirate figure features a HALF & HALF design, where his front and back have different looks and costumes. When the figure pops out and lands, which side is facing up determines which command should be followed. The commands, such as “**Dance like you’re jumping rope♪**” and “**You’re in luck! What would you do if you won one billion yen?**” are appropriate even for small children.

Moreover, we are collaborating with PIZZA-LA, a pizza delivery franchise operated by FOUR SEEDS Corporation (Representative Director and President: Sachiko Asano/headquarters: Minato-ku, Tokyo), to further liven up the party scene at home and to bring joy. Using the included collaboration stickers, you can decorate the barrel and the swords

and dress up the Blackbeard pirate figure. **You can also enjoy commands in collaboration with PIZZA-LA, such as “Try singing ‘PIZZA-LA delivery!’ in your own style!”** In addition, we are holding a joint promotional campaign “Pop-Up Pirate × PIZZA-LA Collaboration♪ At-home Yokubari Party Campaign” from Friday, October 15, 2021 on TOMY Company’s official Twitter.

* Pizza Day: On August 5, 2013, the Pizza Association (pizzakyogikai.gr.jp) filed for the establishment of Pizza Day, which was certified by the Japan Anniversary Association.

November 20 was established as Pizza Day because it is the birthday of Margherita, a queen consort of Italy, who is the eponym of Margherita pizza.

Product Details

[How to Play]

■How the Blackbeard lands determines the command, doubling the thrill and excitement!

Just like the rules of previous “Pop-Up Pirate,” each player takes turns to insert swords into the slots of the barrel. The player who pops out the Blackbeard pirate figure from the barrel follows the command on the sword that popped the Blackbeard out.

Unlike regular Blackbeard pirate figures, the Blackbeard pirate figure set for this product features his face on both front and back. When the Blackbeard pirate figure lands, the color of the head facing up determines the theme of the command.

Players will follow two types of command: **Tell Me Please theme for encouraging communication between players if it’s the green Blackbeard**, and **Move It Please theme with a focus on physical activities if it’s the pink Blackbeard**. Each sword inserted to the barrel has commands with different themes on the front and back, and the player who pops out the Blackbeard follows the command based on the determined theme. You won’t know what theme and command you’ll follow until the Blackbeard lands, which doubles the thrill and excitement.

[Sample Commands]

■Full of commands that are sure to be exciting for both children and adults!

Tell Me Please: “Who is the one person you want to give a gold medal to?” “Tell us your recommendations on videos and TV shows♪” “What’s your favorite flavor of ice cream?”

Move It Please: “Dance like you’re jumping rope♪” “Everyone! Play the next game while playing word chain!” “Introduce yourself like a pop star♪”



▲“Blackbeard pirate figure”
Side view



▲Swords

[Collaboration Details]

The product includes commands themed on PIZZA-LA, such as “Turn around to say ‘PIZZA-LA delivery!’ and make a weird face!” as well as decorative stickers. You can decorate your Blackbeard pirate figure, and enjoy commands along with pizza.



▲ Included stickers



▲ Suggested decoration of the barrel and the Blackbeard pirate figure

[Collaboration Campaign]

Commemorating the collaboration for this product, we will hold a promotional campaign.

■ Campaign Name: **“Pop-Up Pirate × PIZZA-LA Collaboration♪ At-home Yokubari Party Campaign”**

■ How to apply: Follow TOMY Company’s official Twitter account and retweet the designated tweet

■ Period to apply: Friday, October 15, 2021 – Sunday, October 24, 2021

■ Prizes:

Special prize: “Pop Up Yokubari Party” + JPY 2,500 worth of PIZZA-LA gift certificate to four winners

TOMY Company Party prize: “Pop Up Yokubari Party” + “The Game of Life – Pocket Edition” to 23 winners

PIZZA-LA prize: JPY 2,500 worth of PIZZA-LA gift certificate to 23 winners

* Details of the campaign are announced on the following website.

URL: www.takaratomy.co.jp/products/kurohige (To be announced on October 15)

[About “Pop-up Pirate”]

Since the launch on July 1, 1975, 85 types of the “Pop-up Pirate” have been released to date. 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 figures” in the barrel pops out, the player loses. While feeling thrilled and excited wondering who will have “Blackbeard pirate figures” pop out, everyone can share the same time and experience and enjoy communications.

<Product Outline>

Product Name: “Pop Up Yokubari Party”

SRP: JPY 2,530 each (tax included)

Launch Date in Japan: Saturday, November 20, 2021

Recommended Age: 6 years and up

Package Contents: Barrel (1), Blackbeard pirate figure (1), swords (12 swords of each color in purple and yellow for a total of 24 swords), sticker sheet

Dimensions: (W) 130 mm × (H) 200 mm × (D) 130 mm *When the figure is placed in the barrel.

Sales Target: 10,000 units

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

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Official Website: www.takaratomy.co.jp/products/kurohige



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