

For Immediate Release



July 1, 2022

****Official BEY-BASSADOR “Hello Kitty” collaborative event****

Hello Kitty collaborative BEYBLADE **“B-00 Booster Astral Hello Kitty.Ov.R’-0”**
Notification of launch on Saturday, September 17, 2022

BEYBLADE BURST tournament “Hello Kitty Cup”
To be held for the first time at Sanrio Puroland on Friday, August 5!
Start recruiting participants today

TOMY Company, Ltd.



“B-00 Booster Astral Hello Kitty.Ov.R’-0”



Image illustration

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release **“B-00 Booster Astral Hello Kitty.Ov.R’-0”** with a design featuring the “Hello Kitty” character of Sanrio Company, Ltd., from “BEYBLADE BURST,” which is the latest series of the BEYBLADE modernized version of Japanese “bei-goma” battling tops, on Saturday, September 17, 2022 at toy stores, toy sections of department stores/mass retailers in Japan, online stores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.

This product was created to commemorate the appointment of Hello Kitty as “BEY-BASSADOR”^(*), an ambassador who spreads the joy of BEYBLADE. The product embodies our hope to increase opportunities to pick up BEYBLADE regardless of age or gender through the design featuring “Hello Kitty,” a character loved by many people, and further expand the circle of BEYBLADE. You can enjoy ways of using the toy unique to the “Hello Kitty” design, such as fighting BEYBLADE battles with your family, displaying it in your room, and carrying it as a character accessory.

In addition, ahead of the release of this product, we have decided to hold **BEYBLADE BURST tournament “Hello Kitty Cup”** on Friday, August 5, 2022 at Sanrio Puroland all-weather indoor theme park (Tama City, Tokyo). Participants are recruited from today, Friday, July 1, 2022, on the official website for BEYBLADE BURST (beyblade.takaratomy.co.jp/info). At the tournament, which will be held for the first time at “Sanrio Puroland,” we plan to offer a variety of events designed to be enjoyed by many people including those who love Hello Kitty and who touch BEYBLADE for the first time as well as BEYBLADE BURST users, such as Hello Kitty x BEYBLADE BURST Stage, Free Battle Section, and presales of “B-00 Booster Astral Hello Kitty.Ov.R’-0” in addition to tournament battles.

***<What is a “BEY-BASSADOR?”>**

A “BEY-BASSADOR” is a BEYBLADE ambassador who spreads the joy of BEYBLADE. There are two types of “BEY-BASSADOR” events. First, **“Tournament BEY-BASSADOR”** events are mainly open to the public and entail users spreading the joy of BEYBLADE by holding tournaments with immediate family members, relatives and friends. Second, **“Official BEY-BASSADOR”** events enliven BEYBLADE particularly through collaborative events for which popular characters, television programming, companies and other such representatives have been appointed.

“Hello Kitty,” a character of Sanrio Company, Ltd., has served as “Official BEY-BASSADOR” since March 2022.



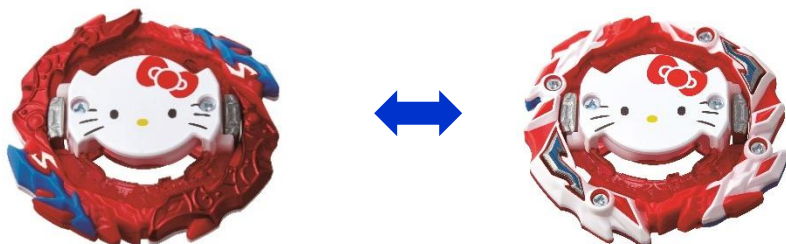
Outline of new product “B-00 Booster Astral Hello Kitty.Ov.R’-0”

★ Hello Kitty’s face is the point! Cute design in the Hello Kitty color!

With Hello Kitty’s face arranged at the center, the entire product expresses Hello Kitty by incorporating white of the face and red of her ribbon used in this design in a “energy layer base,” yellow of her shirt in a “forge disc” and blue of her overalls in a “performance tip” and in the color combination. For the product package, we paid meticulous care so that cuteness that has never been seen in previous BEYBLADE battling tops stands out in the design, with red and white used as its basic tone and dots arranged partially.



★ BEYBLADE capable of “both clockwise and counterclockwise spins”! It is not only cute but also strong in battles!



<Counterclockwise spin>

<Clockwise spin>

The mode can be changed by rearranging the energy layer base!

You can change the spin direction clockwise or counterclockwise by rearranging the “energy layer base.” The mode is changed to “metal-equipped, high-level attack mode” for clockwise spins and “rubber-equipped, absorption mode” for counterclockwise spins. The heavyweight and simple circular “forge disc” boosts attack, defense and endurance capacities. The “performance tip” is in a high-endurance shape and equipped with a reinforced spring, resulting in higher attack capacities.

■ ■ ■ Product Outline ■ ■ ■

Product Name: “B-00 Booster Astral Hello Kitty.Ov.R’-0”

Launch Date in Japan: Saturday, September 17, 2022

Recommended Age: 6 years and up

SRP: JPY 2,200 (tax included)

Package Contents: Energy layer base (1), forge disc (1), performance tip (1), tool (1), sticker (1), instruction manual on how to play correctly (2)

Dimensions: W 58 mm x H 30 mm x D 58 mm

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), etc.

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Official Website: beyblade.takaratomy.co.jp/products

* The launch date for the product may be changed.



Product package with red and white used as its basic tone
Cute design decorated with dots!

Overview of the “Hello Kitty Cup”

BEYBLADE BURST tournament “Hello Kitty Cup,” which will be held for the first time at “Sanrio Puroland,” will be staged on Friday, August 5, 2022. We plan to offer a variety of events designed to be enjoyed by many people, such as Hello Kitty x BEYBLADE BURST Stage, Free Battle Section, and presales of “B-00 Booster Astral Hello Kitty.Ov.R’-0” in addition to tournament battles.



★ BEYBLADE BURST tournament “Hello Kitty Cup”

Please participate in the tournament by registering in advance from the official website for BEYBLADE BURST. Hello Kitty will make an appearance as a presenter at the victory ceremony.

<Tournament Details>

- Tournament date: Friday, August 5, 2022
- Age requirement: Elementary school students and above *Advance registration
- Tournament fees: Free
 - *For those who were chosen from the advance registration, the entrance fee to Sanrio Puroland will be free.
- How to play: First to third battles are fought in preliminary rounds to select four participants in the final tournament. Three-player tournament battles are fought in preliminary rounds, and two-player battles are fought in the final tournament.
- Tournament prizes: Limited-edition BEYBLADE + limited-edition launcher grip (three types of gold, silver and bronze) + Hello Kitty goods
- Participant capacity: 108 people



<Submission Requirements>

- How to register: Register from the “Hello Kitty Cup” registration page on the official website for BEYBLADE BURST (beyblade.takaratomy.co.jp/info).
- Registration period: Friday, July 1, 2022 – 24:00 Monday (national holiday), July 18, 2022

* We will hold a lottery if there are more than a certain number of registrants.

* Please refer to the official website for BEYBLADE BURST (beyblade.takaratomy.co.jp/info) for information on how to register and other details.

★ Hello Kitty x BEYBLADE BURST Stage

To commemorate the collaboration between Hello Kitty and BEYBLADE BURST, Hello Kitty, which has been appointed as “official ambassador” for BEYBLADE, will impart the appeal of BEYBLADE on the stage.

★ Free Battle Section

You can play freely on the day without advance registration.

- Age requirement: Elementary school students and above
- Tournament fees: Free * For people other than those who were chosen from the advance registration, the entrance fee to Sanrio Puroland will be required separately.
- How to play: You can battle freely.

★ Presales of “B-00 Booster Astral Hello Kitty.Ov.R’-0”

Presales of the product will be made at the entrance shop on the third floor in “Sanrio Puroland” (in a limited quantity).

* The purchase of this product is limited to one item per person per transaction. The product is in limited supply. We apologize for the inconvenience if it is sold out. Please refer to the official website for BEYBLADE BURST (beyblade.takaratomy.co.jp/info) for details.

■About “Hello Kitty”

SANRIO designed and created Hello Kitty in 1974 and the first Hello Kitty products went on sale the following year in 1975. Annually, approximately 50,000 types of Hello Kitty products are sold in 130 countries and regions around the world. An official YouTube channel “The HELLO KITTY CHANNEL” was launched from August 2018 and has more than 300,000 registered users.

Profile

Born on November 1. Her family consists of her mama, papa and twin sister Mimmy. She weighs about the same as three apples and is about five apples tall. Hello Kitty’s blood type is A and her favorite food is her mama’s homemade apple pie.

Official Website

www.sanrio.co.jp/character/hellokitty

Official YouTube Channel

www.youtube.com/channel/UCyof-1Ko_jy2sOtivYTp4Q



“Hello Kitty”

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■ About “BEYBLADE”

“Beyblade” battling tops, debuted in 1999, are a modernized version of traditional Japanese battling tops known as “beigoma.” Featuring highly detailed design, the Beyblade units may be customized by replacing the parts. The “customizable battling tops” may be spun easily by anyone using special “launchers.” Thus far, throughout the three series including the first generation “Beyblade” (since 1999), the second generation “Metal Fight Beyblade” (since 2008), and the third generation “Beyblade Burst” (since 2015), which continues to date, over 500 million units (as of 2021) have shipped cumulatively in more than 80 countries and territories around the world. Each series has created a craze in many countries across the world including Japan.

* * TOPICS * *

■ “OHASTA Cup”

The “OHASTA Cup” tournament will be held, sponsored by the “OHASTA” television program on the network of broadcast stations affiliated TV TOKYO (broadcast weekly from 7:05 a.m. to 7:30 a.m. Monday through Friday), which serves as Official BEY-BASSADOR. Bladers who participate in the event and win battles will be given “OHASTA Collabo Layer” in an original design.

Tournament date: Saturday, July 30 to Sunday, July 31, 2022

Tournament location: Ikebukuro Community College, No. 1 meeting room

Age requirement: Elementary school students only *Advance registration is required. We will hold a lottery if there are more than a certain number of registrants.

Registration period: Friday, July 1, 2022 – 24:00 Monday (national holiday), July 18, 2022

* Please refer to the official website for BEYBLADE BURST (beyblade.takaratomy.co.jp/products) for information on how to register and other details.



■ “Kumamon Cup” tournament sponsored by Kumamon

As a result of TOMY Company’s desire that it “wants to give vigor to children all over Japan through BEYBLADE!” according with Kumamon’s hope that he “wants to bring happiness and surprise to his friends to make them energetic!,” we will hold the “Kumamon Cup” for which Kumamon serves as an official ambassador. Special features unique to the tournament sponsored by Kumamon are also in the works.

Tournament date: Saturday, July 30, 2022

Tournament location: Kumamoto Prefectural Community Center PAREA

Age requirement: Elementary school students only *Advance registration is required. We will hold a lottery if there are more than a certain number of registrants.

Registration period: Now open - until 24:00 Sunday, July 3, 2022

* Please refer to the official website for BEYBLADE BURST (beyblade.takaratomy.co.jp/products) for information on how to register and other details.



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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)