

*** BEYBLADE 25th Anniversary Big Event to Be Held and Commemorative Products to Be Released! ***

Ms. Saori Yoshida, the “strongest female primate (Olympic wrestling gold medalist),” will clash with 25 challengers!

25th Anniversary Event “BEYBLADE X Primates’ Ultimate Battle”
To be held on Sunday, August 18, 2024



TOMY Company, Ltd.

The modernized bei-goma (traditional Japanese tops) “BEYBLADE,” which has been developed since July 17, 1999 by TOMY Company, Ltd. (Representative Director, President & COO: Akio Tomiyama, headquarters: Katsushika-ku, Tokyo), celebrated its 25th Anniversary on Wednesday, July 17, 2024. The 25th anniversary project, which has been underway since March 2024, will include an anniversary event and the start of pre-orders for anniversary sets this summer.

▶ 25th Anniversary Event “BEYBLADE X Primates’ Ultimate Battle”

The “BEYBLADE X Primates’ Ultimate Battle” [Venue: Sanagi Shinjuku event space (Shinjuku-ku, Tokyo)] will be held on Sunday, August 18, 2024 to celebrate the 25th Anniversary of the latest series BEYBLADE X.

Participants will be invited to compete in four divisions: “Mental,” “Brain,” “Physical,” and “Blader” divisions, and the strongest 25 winners of each division will compete against special guest Ms. Saori Yoshida, who is also known as the “strongest female primate (Olympic wrestling gold medalist),” and the winners will be awarded a “Primates’ Ultimate Battle Certificate.” The battle between Ms. Saori Yoshida, who has been training hard for this event, and the strongest from each category, will fascinate not only the participants but also the audience, who will be able to enjoy “BEYBLADE” as GEAR SPORTS up close.

In the three areas of “mental (heart),” “brain (head),” and “physical (body)” necessary to win in the sport of BEYBLADE, taking applications began on Thursday, July 18 on the BEYBLADE development team’s official website “X” (x.com/tbh_pr) to select challengers who will take on the strongest female primate.

In the “Blader Division,” where players can challenge the strongest female primate with their BEYBLADE skills, participants will be selected from the “BEYBLADE X Ladies Cup,” the first BEYBLADE tournament for women-only to be held on Saturday, August 17, and the qualifying elimination round to be held on Sunday, August 18 (open to men and women aged 6 and older).

▶ “BEYBLADE X Ladies Cup,” the first BEYBLADE tournament for women-only

“BEYBLADE X” has cumulatively shipped more than 5 million units in Japan (as of June 2024), and is loved by people of all ages and genders. Recently, while popularity with women has been increasing, with more parents and children, partners, and other women participating, and women ranking among the top positions in major tournaments, there have been calls for a tournament that only women can casually participate in. As one of the measures to make it easier for everyone to participate in tournaments, the “BEYBLADE X Ladies Cup,” a tournament that provides an opportunity for women to casually participate, has been organized.

▶ **BEYBLADE X “BX-00 BEYBLADE 25th Anniversary Set”**

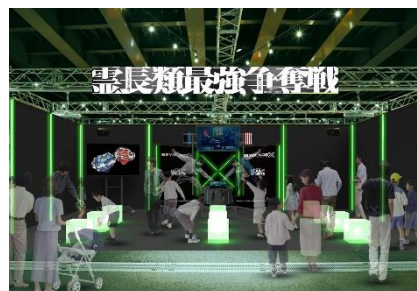
BEYBLADE X “BX-00 BEYBLADE 25th Anniversary Set” (SRP: JPY 11,000/tax included) includes a set of the main character units, a Beyblade (spinning top) and a launcher from each of the four animated series from the first generation “BEYBLADE,” the second generation “METAL FIGHT BEYBLADE,” the third generation “BEYBLADE BURST,” and the fourth generation “BEYBLADE X,” which will be available for pre-order on TOMY Company’s official online store “Takara Tomy Mall” (takaratomy.com) from 12:00 on Wednesday, July 17, 2024 to 13:00 on Monday, November 11, and will be released in late March 2025 as a produced to order product.

The “BEYBLADE,” “METAL FIGHT BEYBLADE,” and “BEYBLADE BURST” model units and launchers have been reissued using the “BEYBLADE X” mechanism. Commemorative illustrations drawn by past manga (comic) artists are also included.

About “BEYBLADE X Primates’ Ultimate Battle” and “BEYBLADE X Ladies Cup”

<Outline of “BEYBLADE X Primates’ Ultimate Battle”>

Ms. Saori Yoshida will compete against the strongest 25 winners from each of the four divisions: “Mental,” “Brain,” “Physical,” and “Blader” divisions. In addition, “BEYBLADE X Hands-on Experience Session” will be held from Friday, August 16 to Sunday, August 18, where spectators can casually try out BEYBLADE X.



- Date and time: Sunday, August 18, 2024, 16:00-19:00 (planned)
 - Venue: Sanagi Shinjuku event space, sanagi.tokyo/ (3-35-6 Shinjuku, Shinjuku-ku, Tokyo, Japan, under the elevated highway on National Route 20)
 - Age limit: 6 years old and up, application in advance required
 - Application method:
 - (1) **Three divisions of “Mental,” “Brain,” and “Physical” divisions**
 - ▶ Taking applications began on Thursday, July 18 on the BEYBLADE development team’s official website “X” (x.com/tbh_pr). Those who wish to participate should submit their best selling points to the official “X” website.
 - ▶ 30 participants will be selected by the event secretariat to participate in the qualifying elimination rounds based on the contents of their submissions.
 - ▶ The 15 winners of the qualifying elimination rounds will be qualified to participate in the final tournament.
 - (2) **“Blader” division**

A total of 10 winners from the “BEYBLADE X Ladies Cup,” the first BEYBLADE tournament for women-only, to be held on Saturday, August 17, and the qualifying elimination rounds (open to men and women ages 6 and up) to be held on Sunday, August 18, will be qualified to participate in the final tournament.
- Participation in the final tournament: The 25 participants who qualify in (1) and (2) will face off against Ms. Saori Yoshida in the final tournament.
- Special prize: The person who won against Ms. Saori Yoshida will receive a “Primates’ Ultimate Battle Certificate.”

<Outline of “BEYBLADE X Ladies Cup”>

The first BEYBLADE tournament for women-only. The top two winners will be qualified to participate in the “BEYBLADE X Primates’ Ultimate Battle.”

- Date and time: Saturday, August 17, 2024, 09:00-13:00 (planned)
- Age limit: women 6 years old and up, application in advance required
- Method of competition: Tournament format. A qualifying elimination round will be held and four finalists will be selected for the final tournament. All competitions from the qualifying elimination round to the final tournament will be fought between two players.



* For more details about “BEYBLADE X Primates’ Ultimate Battle” and “BEYBLADE X Ladies Cup,” please check the official website of the tournament (beyblade.takaratomy.co.jp/beyblade-x/event).

Saori Yoshida Profile

Former Japanese women's national wrestling team member and 16-time consecutive world champion. Born October 5, 1982. From Mie Prefecture. Started wrestling at the age of 3 at a junior class held by her father Eikatsu at their home practice ring. 2002 marked her first appearance and first win at the World Championships, and she won 13 consecutive titles through 2015. She won three consecutive Olympic gold medals from Athens in 2004 to London in 2012. In 2012, she achieved winning 13 consecutive world championships, including Olympic gold medals and World Championships, and was awarded the People's Honor Award. She won a silver medal at the Rio de Janeiro Olympics in 2016. She has won 16 consecutive world championships and 206 consecutive individual matches. In January 2019, she announced her retirement after 33 years of active wrestling. She is currently involved not only in wrestling, but also in a wide range of other fields, including talk shows, events, and appearances on TV programs.

About BEYBLADE X "BX-00 BEYBLADE 25th Anniversary Set"

■ BEYBLADE X "BX-00 BEYBLADE 25th Anniversary Set"

The 25th Anniversary Set includes the four main character units and four launchers from each of the past animated BEYBLADE series. "BEYBLADE," "METAL FIGHT BEYBLADE," and "BEYBLADE BURST" have been reissued using the "BEYBLADE X" mechanism. In addition to the model units and launchers inspired by the times, commemorative illustrations drawn by past manga (comic) artists are also included in the set.

<Package Contents>

- 1st generation "BEYBLADE": DRAGOONSTORM / Launcher
- 2nd generation "METAL FIGHT BEYBLADE": STORMPEGASIS / Launcher
- 3rd generation "BEYBLADE BURST": VICTORYVALKYRIE / Launcher
- 4th generation "BEYBLADE X": DRANSWORD / Launcher
- Commemorative illustrations (drawn by Takao Aoki, Takafumi Adachi, Hiro Morita, and Posuka Demizu)

SRP:	JPY 11,000 (tax included)
Pre-orders:	12:00 Wednesday, July 17, 2024 to 13:00 Monday, November 11, 2024
Sales Method:	Produced to order based on orders placed in advance
Launch Date in Japan:	Late March 2025
Recommended Age:	6 years and up
Sales Channels:	TOMY Company's official online store "Takara Tomy Mall" (takaratomy.com)
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Official Website: beyblade.takaratomy.co.jp/

* A special stadium for the BEYBLADE X series (sold separately) is required to play with the "BX-00 BEYBLADE 25th Anniversary Set."

■ About "BEYBLADE"

"BEYBLADE" battling tops, which 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), over 520 million units have shipped cumulatively in more than 80 countries and territories around the world (as of April 2023). Each series has created a craze in many countries across the world including Japan. The fourth generation BEYBLADE X started in July 2023 in Japan. The BEYBLADE X is the fastest BEYBLADE series of all time, featuring the new X(extreme) Dash gimmick, in which the "gears" on the axis of the Beyblade (spinning top) and the rail of the "stadium" engage to produce super acceleration. This BEYBLADE series has evolved into GEAR SPORTS with a more sporty feel that attracts not only players but also spectators.

Official Website: beyblade.takaratomy.co.jp/

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For product inquiries from consumers, please contact:

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