

For Immediate Release



August 25, 2025

Total sales exceed approximately 1.35 million units in Japan and overseas since April 2020!The theme for the **fourth installment** of the exciting action game “Athletic Land Game” is “SASUKE.”

“Athletic Land Game SASUKE”

To be launched in late October 2025

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & CEO: Akio Tomiyama, headquarters: Katsushika-ku, Tokyo) will release “Athletic Land Game SASUKE” (SRP: JPY 4,950/tax included), its exciting and thrilling action game that puts fun at your fingertips, in late October 2025 at toy stores, toy sections of department stores and mass retailers in Japan, online stores, and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp/), etc. Additionally, we are scheduled to start taking pre-orders at Takara Tomy Mall from Thursday, August 28, 2025.



View of the living legend of “SASUKE”

This product is the **fourth installment of the “Athletic Land Game”** launched in March 2022, and as the first collaboration product of the “Athletic Land Game” series, its **theme** is based on “SASUKE” (*), the TV show with an affinity for athletics.

Control the nine obstacles designed under the supervision of a team from the SASUKE special TV show broadcasted on TBS Television with a button, dial, and lever as you withstand the to-and-fro shaking while remaining aware of timing, gravity, and other such elements for a realistic SASUKE experience right at your fingertips. Carefully move the ball as it climbs through the “rising slope dash,” which bears a close resemblance to SASUKE’s first stage, and the “magic gravity wall,” Athletic Land Game’s first wall climbing obstacle as you head for the goal and aim for complete domination of the course.

The “Athletic Land Game,” which launched in 1979 from inspiration by the popularity of obstacle courses, was a hit in the Showa era, and has been sold overseas since 1980 to countries including the United States, United Kingdom, France, and Germany under the overseas brand name of “Screwball Scramble.” This product was revived in Japan during the Reiwa era (2022), and the total shipments for the entire series, combining both domestic and international markets, became a massive hit, exceeding approximately 1.35 million units (April 2020 to April 2025). Additionally, TOMY

Company has established a SASUKE Department, and is engaged in activities aiming for participation in the 43rd SASUKE Tournament.

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

(*) “SASUKE” is a TBS Television affiliated special sports entertainment TV show broadcasted since 1997 that is open to participation by viewers. It has been announced that an obstacle race based on “SASUKE” will be adopted as the replacement event for horse riding in the modern pentathlon of the Olympic Games held in Los Angeles in 2028.

Features of the Product ~How to Play~

◆ Experience “SASUKE” right at your fingertips! A button, dial, and lever for simple control and nine obstacles to overcome

This product is full of thrilling obstacles, such as the “**magic gravity wall**,” the series’ first wall climb obstacle that allows for the challenge of SASUKE-style climbing, the “**rising slope dash**,” where the ball races up the path, and the “**ultimate sky turn**,” where the ball will loop around through the air.

◆ Can be connected to the first, second, and third installments of the “Athletic Land Game” with the included connectors!

By using the included connector, this product can be connected to the “Athletic Land Game” series products below, and if the connectors included with each of those products is also used, the four courses can be played as one long course.

◆ About the game “Athletic Land Game”

When the first “Athletic Land Game” was released in 1979, obstacle courses were popular among men and women of all ages, and facilities were being built all over Japan, helping people get fit while enjoying nature. Inspired by their popularity, “Athletic Land Game” was created to be played on a board. The game became a big hit all over the world thanks to its design that draws your hands instinctively and the fun factor that makes you want to play again and again.

In March 2022, the “Athletic Land Game” was revived, followed by the “Athletic Land Game Sea Adventure” with a “sea” theme in March 2023 and the vertical “Athletic Land Game Level Up” in March 2024. The overseas version of “Screwball Scramble” has been sold since 1980, and to date, it has been enjoyed as a classic product all around the world, including in the United States, the United Kingdom, France, and Germany.



Included connector



“Athletic Land Game”
released in 1979



“Athletic Land Game”
(Released in 2022)



“Athletic Land Game
Sea Adventure”
(Released in 2023)



“Athletic Land Game
Level Up”
(Released in 2024)



“Screwball Scramble” game
and packaging that is being
sold overseas

Recommendation from Katsumi Yamada, aka Mr. SASUKE

When I was a child, I often played with games like this, so it felt very nostalgic. Unlike SASUKE, it’s not like moving on my own, so synchronizing my thoughts with the movements of my fingers was difficult. The “rising slope dash” at the start is just like the one from SASUKE. The “balance seesaw” required concentration, and the consecutive jumps in the “triple steps” felt similar to SASUKE’s trampoline. Adding a time limit and playing to clear the course in that time will make it more engaging and enjoyable. Even adults got heated playing with it, so I think families and friends will have fun if they compete against one another. Even if you fail, don’t give up. Acquire both the perseverance to try again and again, and the concentration to reach the end without any mistake as you aim to completely master the course!



PV [Athletic Land Game SASUKE] Mr. SASUKE and his friends take on an exciting action game!

URL: youtu.be/D9F_e0_Ddk

<Product Outline>

Product Name: **Athletic Land Game SASUKE**

SRP: JPY 4,950 (tax included) / **Launch Date in Japan:** Late October 2025

Recommended Age: 5 years and up / **Number of Players:** 1 or more

Dimensions: W 260 mm × H 120 mm × D 320 mm

Sales Channels: Toy stores, toy sections of department stores/mass retailers throughout Japan, online stores, and TOMY Company's official online store "Takara Tomy Mall" (takaratomymall.jp/), etc.

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*Pre-orders on Takara Tomy Mall are scheduled to open from Thursday, August 28, 2025.

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