



BEYBLADE Offers Fans a New Way to Battle with the Launch of BEYBLADE BURST

September 9, 2016

The Next Generation of the Legendary BEYBLADE Franchise Launches with New Integrated Physical and Digital Play Experience, Animated Series and More

PAWTUCKET, R.I.--(BUSINESS WIRE)-- This fall, the BEYBLADE phenomenon returns with a new way to battle with the launch of the next generation--BEYBLADE BURST. Global play company [Hasbro, Inc.](http://www.hasbro.com) (NASDAQ:HAS) has teamed up with SUNRIGHTS INC. and d-rights Inc. to launch BEYBLADE BURST in North America beginning this fall with an innovative toy line that integrates with a new digital app and an animated series that will excite existing and new fans alike.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20160909005818/en/>



The BEYBLADE BURST product line from Hasbro features a dynamic "burst" feature designed to bring more excitement to the successful battling play pattern. (Photo: Business Wire).

The BEYBLADE BURST product line from Hasbro features a dynamic "burst" feature designed to bring more excitement to the successful battling play pattern. Setting the stage for suspenseful competition, battling can trigger the spinning tops to burst into

pieces. The initial line will consist of customizable BEYBLADE BURST tops with interchangeable components, plus a BEYBLADE BURST BEYSTADIUM and BEYBLADE BURST EPIC RIVALS BATTLE SET for fans to engage in head-to-head competitions where they will want to 'battle for the burst'. The BEYBLADE BURST line will be available in Canada at Toys"R"Us in September, followed by additional retailers in Canada later in 2016. The BEYBLADE BURST line will hit shelves in the U.S. in January 2017 with Europe, Latin America and certain other markets to follow in 2017.

BEYBLADE fans can expand their play digitally with the BEYBLADE BURST app available now in the [App Store](#) and [Google Play](#) in the U.S. and Canada for supported iOS and Android devices with certain other markets to follow in 2017. Players can scan their BEYBLADE BURST tops into the app where they can interchange components with other BEYBLADE BURST tops in their virtual collection and battle digitally. The BEYBLADE BURST app also includes a local multi-player experience and a tournament mode.

"We are excited to reinvent the BEYBLADE franchise with the BEYBLADE BURST product line and app experience," said Jerry Perez, senior vice president of marketing at Hasbro. "The breakthrough new burst component, combined with our most in-depth integrated digital experience ever, allows fans to engage in epic BEYBLADE battles and strive to become a BEYBLADE master."

"We are thrilled to see this new generation come to life through the BEYBLADE BURST toy line and digital app," says Daizo Suzuki, President of SUNRIGHTS INC. "The animation brings exciting new characters, stories and battles to a new generation of fans who can participate in an immersive digital world of BEYBLADE BURST."

The new BEYBLADE BURST animated series is created by production company OLM and includes new characters, stories and dramatic battles. The series will air in Canada beginning Saturday, September 10 at 3pm on Teletoon with other broadcast deals to be announced.

The BEYBLADE franchise was inspired by traditional Japanese battling tops called "Bei-Goma" and originally created in 1999 by TOMY Company, Ltd. as a modern battling top system. The brand has been an international phenomenon in over 80 countries, with two full generations to date, including seven series, two movies, and three spin off series.

SUNRIGHTS INC., the fast growing New York based entertainment arm of Japanese production company d-rights Inc., will handle the distribution of broadcast, non-toy merchandising and promotional rights for BEYBLADE BURST outside of Asia. Learn more on SUNRIGHTS INC's website and social channels at www.beyblade.com, [Facebook.com/officialbeyblade](https://www.facebook.com/officialbeyblade), [Twitter.com/Beyblade_burst](https://twitter.com/Beyblade_burst) and [instagram.com/officialbeyblade/](https://www.instagram.com/officialbeyblade/).

About Hasbro

[Hasbro](http://www.hasbro.com) (NASDAQ: HAS) is a global company committed to Creating the World's Best Play Experiences, by leveraging its beloved brands, including LITTLEST PET SHOP, MAGIC: THE GATHERING, MONOPOLY, MY LITTLE PONY, NERF, PLAY-DOH and TRANSFORMERS, and premier partner brands. From toys and games, television programming, motion pictures, digital gaming and consumer product licensing, Hasbro fulfills the fundamental need for play and connection with children and families around the world. The Company's Hasbro Studios and its film label, ALLSPARK PICTURES, create entertainment brand-driven storytelling across mediums, including television, film, digital and more. Through the company's commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world and to positively impact the lives of millions of children and families. Learn more at www.hasbro.com, and follow us on Twitter ([@Hasbro](https://twitter.com/Hasbro) & [@HasbroNews](https://twitter.com/HasbroNews)) and Instagram ([@Hasbro](https://www.instagram.com/Hasbro)).

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About SUNRIGHTS INC.

SUNRIGHTS INC. is an entertainment rights management company backed by one of the top advertising agencies in Japan, Asatsu DK, and the trading conglomerate Mitsubishi Corp. Located in New York City, SUNRIGHTS directly manages the development of intellectual property globally outside of Asia. Learn more about us at <http://sunrights-inc.com>.

About d-rights Inc.

d-rights, Inc. is a key player in international production of animated content for families and children globally. They are recognized for brands such as BEYBLADE, B-Daman, and Scan2Go. d-rights manages every aspect of content creation from production to distribution, financing, marketing and product licensing. Co-owned by Asatsu-DK Inc. (ADK) who distributes popular titles including "Yu-Gi-Oh!", "Doraemon", "Crayon Shin-chan" and "One piece", and Mitsubishi Corporation, d-rights assumes a key role in the global business. Check out our properties at <http://www.d-rights.com>.



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Source: Hasbro, Inc.

News Provided by Acquire Media