



October 12, 2022

A Golden Island, Golden Roulette, and Golden Money!?
All That Glitters is Gold in the Latest Installment of The Game of Life!

“The Game of LIFE Golden Dream”

To be launched on Saturday, October 15, 2022

Trends such as “workation,” “metaverse,” and “*oshi* (meaning fave),” occupation cards such as “professional skateboarder” or “dancer,” plus an event to win a pure gold car token on the “Real Golden Island” in the City of Sado, Niigata Prefecture!

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushikaku, Tokyo) announces the release of “The Game of LIFE Golden Dream” (SRP: JPY 4,950/tax included) as the **71st product** in the board game series “The Game of Life”, on sale from Saturday, October 15, 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), and more. This product won the Excellence Award in the Communication Toys category of the 2022 Japan Toy Awards.

The theme of “The Game of LIFE Golden Dream” is “gold.” While gameplay is the same as other games in The Game of Life Series, where players spin the roulette and earn money, this game comes with a Golden Island that players can go back and forth from with the main board. Players who go to Golden Island and spin the roulette can get highly valuable Treasure Cards and the chance to win big. The included parts are all golden including the golden million-dollar bill, the roulette, the character pegs, and the buildings for sale. What’s more, this game is full of modern trends and events that are sure to lead to lively conversations while you are playing the game, such as “workation,” “metaverse,” “*oshi*,” “livestreaming,” and “doodle on a smartphone sold for a high price.” For the first time in the history of “The Game of Life”, occupation cards include **professional skateboarder, drone pilot, great boss**, and other trendy careers. This newest installment in “The Game of Life” series will keep players on the edge of their seats from start to finish as they obtain tons of treasure.



“The Game of Life” is based not on individual skill or strategy but the luck of the roulette, which decides each player’s destiny, making it fun for players of all ages and taking root as a product that makes time spent at home a delight. “The Game of LIFE Golden Dream” is a product designed to delight players even more with gold used throughout the game pieces, more money and treasure, and trips to Golden Island with other players that let players

feel as if they were traveling abroad with family and friends. Filled with fun experiences unlike anything in the previous “The Game of Life” series, this installment in the series is more fun and exciting than ever before.

★ Get treasure on Golden Island!

Includes Golden Island, which players can travel back and forth to and from the main board. Golden Island has many spaces with Treasure Cards, meaning that **players who get to this island first have a chance to obtain these high-value Treasure Cards**. Players can go to Golden Island when they stop on a space on the main board with the Travel Mark on it. Not only can the player who stopped on the space with the Travel Mark go to Golden Island, but there are also spaces that let you go to Golden Island with other players **to make you feel as though you were on a trip together**. Players who travel place their car tokens on any space within the corresponding zone of Golden Island then spin the roulette, meaning they can win big treasure with a little strategy and luck. Once the players have followed the rules of the space they landed on in Golden Island, they return to the space where they stopped on the main board.

Golden Island also has a “15 or Under Game,” and when a player stops on this space, all players must spin the roulette. If the total of the numbers appearing on the roulette is 15 or under, all players get money, meaning this space lets **all players have fun while working together**.

★ Treasure Cards available on Golden Island (examples)



★ Golden accessories



Golden Island



Golden roulette



Golden million-dollar bill



Golden character pegs

★ Spaces and occupation cards teeming with trends

Many recent trends are reflected in the space and the Treasure Cards.

Examples of spaces

- Take a **workation** for a change of pace. Go to the **Travel Zone**.
- Try your hand at a part-time job as a shopkeeper in the **Metaverse!** Get \$25,000.
- You are overcome with sorrow when your *oshi* gets married. Lose a turn.
- Get huge **tips** during your **livestream!** Get \$30,000.
- Your smartphone doodle sells for a high price. Get \$120,000.
- Invest in **cryptocurrency**. Spin the roulette and get \$10,000 x the number you spin.
- Someone calls you “**calculatingly cute**.” Get \$12,000.



For the first time in the history of “The Game of Life”, professional skateboarder and drone pilot have been added to the occupation cards. “Great Boss” has also been added to the four existing Change Occupation cards.



About “The Game of Life”

www.takaratomy.co.jp/products/jinsei

“The Game of Life” is a board game where a player spins the wheel and moves forward the space, aiming to become a billionaire experiencing various events in life such as starting to work, getting married, giving birth, and buying a home. It was launched in September 1968 in Japan during the period of high economic growth with the TV commercial starting with a catch copy of “Life has its ups and downs.”

The first generation “The Game of Life” in Japan was close to the literal translated edition of “THE GAME OF LIFE” which was launched in 1960 in the United States. Since then, contents of the game became a Japanese original from the third generation launched in 1983, constantly developing as a game with topicality while reflecting aspects of life and trend of the period. In addition, “The Game of Life Heisei Edition” was launched in 1989, drawing attention as the first “The Game of Life” for adults. A total of 12 products was launched as the “Heisei Edition” series. Broadly speaking, there are two development categories of “The Game of Life”: (1) “standard edition” and (2) “theme line edition” which adopts character collaboration and events with trends. The flagship (standard) model was renewed in April 2016 after 8 years, launching as the successive seventh generation of “The Game of Life.” The theme line edition “THE GAME OF LIFE PINCH and CHANCE,” which features Side Job Cards for the first time in the series as well as spaces reflecting new lifestyles, was released in July of 2021, and “The Game of LIFE Golden Dream” marks the release of the 71st product in this series.

Product Outline

Product Name:	<u>“The Game of LIFE Golden Dream”</u>
SRP:	JPY 4,950 (tax included)
Launch Date in Japan:	Saturday, October 15, 2022
Recommended Age:	6 years and up
Number of Players:	2 to 6
Board Size:	585 (w) x 483 (h) (mm)
Contents:	Game board with roulette (1), Golden Island (1), houses (5), car tokens (6 colors 1 each), flags (6 colors 1 each), character pegs (72, all gold), occupation cards (12), change occupation cards (4), treasure cards (50), travel chips (6), insurance certificates (24), money (dollar bills) pack (1), bill holder tray (1), bill holder sheet (3), game guide (1)
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 takaratomymall.jp
Copyright:	© 1968, 2022 Hasbro. All Rights Reserved. © TOMY
Product Website:	www.takaratomy.co.jp/products/jinsei/product/golden_dream

◆ A Real Game of Life on Sado Island!

Stamp Rally to be Hosted in Collaboration with the “Real Golden Island” of Sado!

A project planned in collaboration with the city of Sado to commemorate the release of “The Game of LIFE Golden Dream”!

Sado Island, a “Real Golden Island” boasting the historical site of the Sado Gold Mine, which once flourished as the largest gold and silver mine in Japan, will be modeled after a Game of Life course, letting visitors travel around this “Golden Island” in search of golden treasure in a game-like stamp rally.

Spaces featured on the course convey the charm of Sado, and are based on suggestions submitted by participants at an event hosted in the city of Sado in August 2022, and the ones that were chosen are able to convey the charm of Sado to visitors to the island. What’s more, one person who finishes the stamp rally will be selected at random to win a pure gold car token and silver character pegs the same size as the car token and character pegs within the actual game (produced by Ginza Tanaka (Tanaka Kikinzoku Jewelry K.K.)). The Sado Island Course used in this stamp rally can be played in combination with the actual “The Game of LIFE Golden Dream.”

- Event period: Tuesday, November 15, 2022, to Wednesday, May 31, 2023
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- How to join: Stamp the stamp rally card (available at three locations across the island) at all three locations and show your stamp card at the Tourist Information Center to be entered into a drawing for the prize.
- Stamp card and stamp locations: Inside the Sado Tourist Information Center (Ryotsu Port), Aikawa Tourist Information Center (inside Kirarium Sado), and Minami-Sado Tourist Information Center (inside Marine Plaza Ogi)

Details: www.takaratomy.co.jp/products/jinsei/event/2210_sado/



Completed Sado Island Course



Pure Gold Car Token and Silver Character Pegs

A courtesy visit was paid to Vice Mayor Ikai of the city of Sado on October 12, 2022, where the Sado Island Course and the Pure Gold Car Token were unveiled.



Photograph: (Right) Shuichi Ikai, Vice Mayor of the City of Sado
(Center) Hiroyuki Azuma, Chief of the Edutainment Business Division, TOMY Company
(Left) Masayuki Iwai, Managing Director of the Sado Tourism Association

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