



SUNRIGHTS and d-rights Team up with Hasbro to Relaunch the Legendary BEYBLADE Franchise

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NEW YORK & TOKYO & PAWTUCKET, R.I.--(BUSINESS WIRE)-- Sunrights, Inc. and d-rights, Inc. have joined with global play company [Hasbro, Inc.](#) (NASDAQ:HAS) to relaunch the legendary BEYBLADE franchise. Later this year, Hasbro will distribute a new generation of Hasbro BEYBLADE toys in North America, followed by a broader launch in most major international markets in 2017. This third generation of Hasbro toys will be branded BEYBLADE BURST and will feature a dynamic "burst" component, bringing more excitement to the successful battling play pattern. Hasbro's toys will also include a digital component for certain markets.

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Sunrights, Inc. and d-rights, Inc. have joined with global play company Hasbro, Inc. to relaunch the legendary BEYBLADE franchise.(Graphic: Business Wire)

The BEYBLADE BURST toy range launched in July 2015 in Japan by BEYBLADE originator Tomy Company, Ltd. and is already becoming hugely popular with fans. The new BEYBLADE BURST animated series will begin airing in Japan in

April 2016. The BEYBLADE BURST animated series is completely reimagined by production company OLM, with all new characters, stories and dramatic battles.

"We are thrilled to continue our longstanding relationship with the BEYBLADE franchise for the launch of new BEYBLADE BURST line," said Jerry Perez, Senior Vice President of Marketing, Hasbro. "The innovative battling play of the 'burst' component, along with the exciting new series, will help make this property a favorite for BEYBLADE fans."

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. Sunrights, Inc. is actively engaged in placement discussions with major broadcasters for the BEYBLADE BURST animated television series, in both U.S. and international markets.

"The BEYBLADE brand has enjoyed massive success with each of its global launches, and we are excited to bring the BEYBLADE phenomenon to a new generation of fans through our longstanding relationship with Hasbro," said Hiro Nishimura, President of Sunrights, Inc. "Hasbro understands the brand and can best position the innovative toy line within the boys' action space."

Along with the BEYBLADE BURST toy line and animated series, Sunrights, Inc. expects to announce new partnerships across multiple platforms including broadcast, videogame, and other merchandising relationships later this year.

The BEYBLADE franchise was created by Tomy Company, Ltd. as a modern battling top system inspired by traditional Japanese battling tops called "Bei-Goma". The BEYBLADE brand launched in 1999 and became a global phenomenon with two full generations to date, including seven series, two movies, and three spin off series. The brand has been a massive hit with broadcasters and retailers in over 80 countries. Hasbro was a toy licensee in 1999 and 2008 for the first two generations of the toys.

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 our properties at <http://www.d-rights.com>.

About Hasbro:

[Hasbro](#) (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](#) & [@HasbroNews](#)) and Instagram ([@Hasbro](#)).

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Hasbro, Inc.

Nicole Agnello, 401-727-5947

Global Communications

nicole.agnello@hasbro.com

or

Sunrights, Inc.

Natasha Khavin Gross, 646-284-9806

natasha.gross@sunrights-inc.com

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