



BEYBLADE BURST 2018 PRODUCT DESCRIPTIONS

The BEYBLADE BURST brand introduces an epic way to battle with the new BEYBLADE BURST SWITCHSTRIKE line! The SWITCHSTRIKE line allows fans to switch up their striking powers and help customize the course of battle. Along with the new line, the BEYBLADE BURST app received an exciting update that allows fans to battle friends in over 90 countries worldwide through global multiplayer, earn achievements to level up from Rookie to ultimate BEYBLADE Master, choose from an enhanced digital top selection including BEYBLADE SWITCHSTRIKE tops, and more! Make each battle epic as you strive to become a BEYBLADE BURST Master.

New BEYBLADE BURST products for Spring 2018 include:

BEYBLADE BURST EVOLUTION SWITCHSTRIKE Starter Pack

(Ages 8 years & up/Approx. Retail Price: \$12.99/Available: January)

Start collecting, customizing and competing with the BEYBLADE BURST EVOLUTION SWITCHSTRIKE starter pack. SWITCHSTRIKE tops are engineered with new BEYBLADE Tech that lets kids switch up their striking powers and customize the course of battle. Battle your friends and watch your tops "burst" into pieces (burst rates vary). Scan the code on the BEYBLADE BURST SWITCHSTRIKE top's Energy Layer to unleash the top and mix and match with other components in the BEYBLADE BURST app. Includes one BEYBLADE BURST SWITCHSTRIKE right/left-spin launcher and one BEYBLADE BURST SWITCHSTRIKE top. Available at most major retailers nationwide and HasbroToyShop.com.

BEYBLADE BURST EVOLUTION STAR STORM BATTLE Set

(Ages 8 years & up/Approx. Retail Price: \$34.99/Available: January)

Have awesome battles with the BEYBLADE BURST EVOLUTION STAR STORM BATTLE Set! Switch up your striking powers with new BEYBLADE BURST SWITCHSTRIKE tops which are engineered with new BEYBLADE Tech to help Bladers customize the course of battle. Scan the code on the BEYBLADE BURST SWITCHSTRIKE tops' Energy Layer to unleash the tops in the BEYBLADE BURST app. Set includes BEYBLADE BURST STAR STORM Beystadium, two BEYBLADE BURST SWITCHSTRIKE right/left spin launchers, and two BEYBLADE BURST SWITCHSTRIKE right-spin tops. Available at most major retailers nationwide and HasbroToyShop.com.

BEYBLADE BURST EVOLUTION DUAL THREAT LAUNCHER

(Ages 8 years & up/Approx. Retail Price: \$9.99/Available: January)

The BEYBLADE BURST DUAL THREAT Launcher is a string launcher designed with a wide grip and two launch modes, allowing Bladers to launch both right and left spinning tops, based on their abilities. Available at most major retailers nationwide and HasbroToyShop.com.

BEYBLADE BURST BEYLOCKER

(Ages 8 years & up/Approx. Retail Price: \$19.99/Available: January)

The BEYBLADE BURST BEYLOCKER lets players carry BEYBLADE BURST tops, launchers, ripcords and other BEYBLADE BURST gear on the go. Includes case and one BEYBLADE BURST Valtryek Top. Additional BEYBLADE BURST tops and launchers sold separately. Available at most major retailers nationwide and HasbroToyShop.com.

BEYBLADE BURST CHAOS CORE BEYSTADIUM

(Ages 8 years & up/Approx. Retail Price: \$9.99/Available: January)

The new BEYBLADE BURST BEYSTADIUM is here! The BEYBLADE BURST CHAOS CORE BEYSTADIUM is an 8-sided octagon-shaped arena and features grooves that can propel BEYBLADE BURST tops to the center of the BEYBLADE BURST BEYSTADIUM. Scan the code on the label of the BEYBLADE BURST BEYSTADIUM to unlock the corresponding digital BEYSTADIUM in the BEYBLADE BURST app where players can build their virtual collection and compete with friends

online or challenge others worldwide. For use with BEYBLADE BURST tops and BEYBLADE BURST launchers, sold separately. Available at most major retailers nationwide and HasbroToyShop.com.

New BEYBLADE BURST products for Fall 2018 include:

BEYBLADE BURST EVOLUTION SWITCHSTRIKE BATTLE TOWER

(Ages 8 years & up/Approx. Retail Price: \$49.99/Available: Fall 2018)

Discover levels of battling with the BEYBLADE BURST SWITCHSTRIKE BATTLE TOWER! With two levels in each mode, players can take on multi-tiered battling, flipping between 2 and 4 player modes. Unleash legendary battles and face off with an exciting 5-point gameplay. Scan the code on the BEYBLADE BURST SWITCHSTRIKE top's Energy Layer and BEYBLADE BURST SWITCHSTRIKE BATTLE TOWER to unleash each in the BEYBLADE BURST app. Includes BEYBLADE BURST SWITCHSTRIKE BATTLE TOWER, two BEYBLADE BURST SWITCHSTRIKE right-spin launchers and two BEYBLADE BURST SWITCHSTRIKE right-spin tops. Available at most major retailers nationwide and on HasbroToyShop.com.

BEYBLADE BURST DIGITAL CONTROL KIT Assortment

(Ages 8 years & up/Approx. Retail Price: \$39.99 Available: Fall 2018)

Prepare for a digital battle with the BEYBLADE BURST DIGITAL CONTROL KIT featuring a BEYBLADE BURST top enabled by BLUETOOTH wireless technology. Position your smart device on the BEYBLADE BURST Battle Platform and prepare to launch an attack with the BEYBLADE BURST Command Launcher! Digitally connect the BEYBLADE BURST top to the BEYBLADE BURST app via BLUETOOTH technology allowing players to spin left, spin right, and execute a speed boost or Avatar attack all from a smart device! Connect the BEYBLADE BURST Battle Platform, Command Launcher, and BLUETOOTH technology enabled top together for an epic BEYBLADE battle wherever you can find a BEYBLADE BURST Beystadium. Kit includes 1 BEYBLADE BURST Command Launcher, 1 Bluetooth tech enabled Beyblade Burst Top and 1 BEYBLADE BURST Battle Platform. Kits available with Bluetooth tech enabled Beyblade Burst Top Genesis Valtryek V3 or Fafnir F3. Compatible tops sold separately. Available at most major retailers nationwide and HasbroToyShop.com.

BEYBLADE BURST EVOLUTION XCALIUS Set

(Ages 8 years & up/Approx. Retail Price: \$19.99/Available: Fall 2018)

Launch into high-speed head-to-head showdowns with the BEYBLADE BURST XCALIUS Set, the fastest launcher yet in the BEYBLADE BURST EVOLUTION lineup. Speed up the battle for the burst with more spins per rotation and a 1.5x faster launch time. Choose a right or left-spin BEYBLADE BURST top, then burst into action against opponents (burst rates vary). For increased strategy play, players can customize tops with interchangeable BEYBLADE BURST components, sold separately, creating over 15,000 combinations! Includes one BEYBLADE BURST XCALIUS SWORD Launcher and one BEYBLADE BURST right-spin top. Requires BEYBLADE BURST BEYSTADIUM, sold separately. Available at most major retailers nationwide and on HasbroToyShop.com.

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