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BUSHIROAD SIGNALS GLOBAL AMBITIONS WITH NEW CORPORATE LOGO



Singapore (July 25, 2017) – Bushiroad launches its new corporate logo as the company celebrates its 10<sup>th</sup> anniversary this year. With increasingly vast operations worldwide, Bushiroad will be adopting a more global brand identity with the standardized usage of its new logo, starting from August 2017.

The new Bushiroad logo will be used on all products and accompanying promotional materials. In addition, one of Bushiroad’s subsidiaries, Bushiroad South East Asia Pte. Ltd., has been appointed as the Bushiroad headquarters for the international market. Hence, Bushiroad South East Asia Pte. Ltd., will be renamed as **Bushiroad International Pte. Ltd.**. This name change will be reflected in August 2017 as well.



Example of the new logo used on upcoming promotional materials

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Bushiroad Inc. is an entertainment company known for developing Cardfight!! Vanguard, Future Card Buddyfight, Weiss Schwarz, Luck & Logic and other card games, promotional items, smartphone applications around the world.

Bushiroad Inc. consists of 10 sub-entities: Bushiroad Inc., Bushiroad International Pte. Ltd., Bushiroad USA Inc., Bushiroad Europe GmbH, Bushiroad Media, Bushiroad Music, New Japan Pro-Wrestling Co. Ltd., Bushiroad Creative, HiBiKi and KIXROAD.

Bushiroad International Pte. Ltd. was established in Singapore on November 12, 2011 in order to expand and handle the international market for Bushiroad card games.

Bushiroad USA Inc. was established in Los Angeles, California on May 18, 2012, to better cater to the growing demand and interest in Bushiroad products from both players and retailers in the USA.

Bushiroad Europe GmbH was established in Duisburg, Germany on October 28, 2014 to support and service Organized play and marketing in the European Region.

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Bushiroad (Website): [www.bushiroad.com](http://www.bushiroad.com)

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