

TOKYO, May 25, 2016

## Maradona unveiled as the star of *BFB Champions: Global Kick-Off*



Japanese game developer CYBIRD Co., Ltd. announced on May 25 that Diego Maradona will be the star player for its new football game *BFB Champions: Global Kick-Off*. *BFB Champions: Global Kick-Off* is a sequel to the Japanese smash-hit soccer game, *BFB 2016* and is coming to smartphones in the west later this year. Diego Maradona will appear on publicity materials and as a 3D character in the game. Fans will be given their first glimpse of the digital Diego in action in a trailer unveiled today.

Diego Maradona needs no introduction: truly one of the greats of world football, revered or reviled depending on your footballing persuasion. Now, 30 Years after inflicting a world of hurt on English football, would-be managers can put him in their own team or get revenge by beating rivals who have him in theirs. Are you going to play with him? Or against him?

Fans will first get to see Maradona in action in a teaser trailer recreating his famous 'Goal of the Century' against England in the 1986 World Cup. They can also sign up for a special preregistration bonus campaign in order to unlock Diego Maradona as a player for their squad when the game is launched later this year.

Be sure to check out the teaser trailer for yourself at <https://www.bfbchamp.com/en/>, sign up for the preregistration campaign at <https://world.no1.football/en> , or email [david\\_mccarthy@cybird.co.jp](mailto:david_mccarthy@cybird.co.jp) for more information!

### **What is *BFB Champions: Global Kick-Off*?**

*BFB Champions* allows players to become the manager of a football club and compete in leagues and against players all over the world. It is a sequel to the acclaimed soccer game *BFB 2016*, which is currently available in Japan and Hong Kong on smartphones. *BFB Champions* features a new-improved game system and a range of new features, and will be released in the UK and Europe later this year.

# Press Release

● **BFB Champions: Global Kick-Off official teaser site:**

<http://www.bfbchamp.com/en>

Register your email address to receive the latest information about *BFB Champions*.

● **BFB Champions: Global Kick-Off preregistration bonus campaign site:**

<https://world.no1.football/en>

● **BFB Champions: Global Kick-Off official Facebook page:**

<http://www.facebook.com/GlobalKickoff>

● **BFB Champions: Global Kick-Off official Twitter account:**

@BFBChampions

■ About *BFB Champions: Global Kick-Off*

Game name: *BFB Champions: Global Kick-Off*  
Publisher: Cybird Co., Ltd. (BFB Studio)  
Launch date: 2H, 2016 (Britain)  
OS: Android, iOS  
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■ About BFB Studio

BFB Studio is a development studio within CYBIRD, set up in April 2015 to develop and manage apps for smartphones. Its first title, *BFB 2016* was a smash hit in Japan and Hong Kong where it was downloaded over 3 million times and built up a fiercely loyal fanbase. To build on that success, *BFB Champions: Global Kick-Off* is being developed for global release in the hope of putting a smile on the faces of footie fans all over the world.



■ About CYBIRD Co., Ltd.

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