

November 18th 2019

Glico's Pocky Label Announces Its Entry in the Esports World In their First Global Partnership with *Street Fighter™ V: Arcade Edition* Proudly Presents the “Pocky K.O. Challenge”

CAPCOM CUP 2019 in December to feature Pocky K.O. Exhibition Match



OSAKA, JAPAN. - November 18th, 2019 - World-renowned food company Ezaki Glico Co., Ltd., in partnership with acclaimed video game developer and publisher Capcom, has announced the **Pocky K.O. challenge** campaign for all gamers around the world. The following video (<https://youtu.be/U8vHWmt6TKU>) for this campaign explains how a **Pocky K.O.** can be achieved - narrated by renowned Street Fighter V: Arcade Edition commentator, James Chen.



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A **Pocky K.O.** is when a player wins a *Street Fighter V: Arcade Edition* match while the player has a health gauge similar to a Pocky stick. Players attain the chance of a **Pocky K.O.** (called Pocky Chance) when the ratio of the health bar-to-damage received is visually proportionate to the chocolate to stick ratio of a Pocky stick. The rules are simple, but super difficult. But that's what makes it so rewarding to get that Pocky K.O.



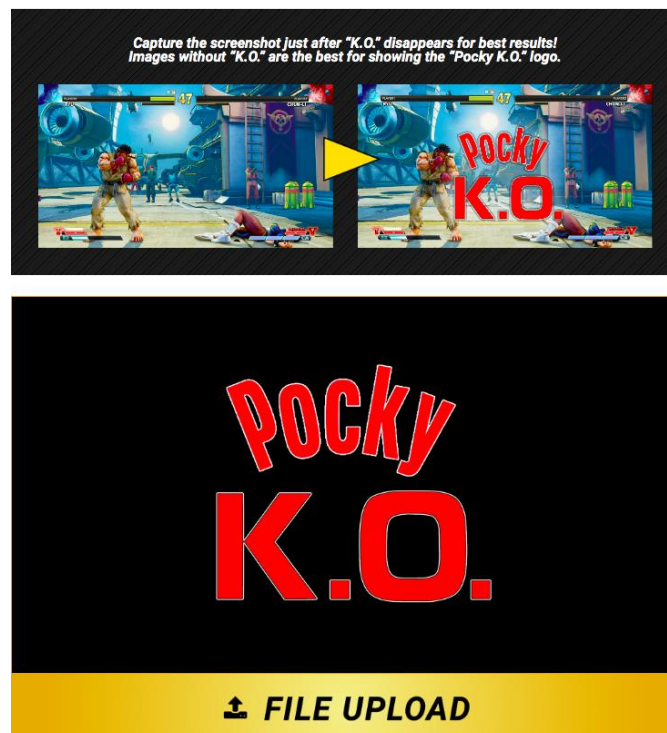
To showcase their first global partnership, Pocky and Capcom have announced the limited release of *Street Fighter V: Pocky EDITION*, which will debut in a special exhibition match at CAPCOM CUP 2019 (December 13-15, 2019) in Los Angeles, California. This special exhibition match will be fought between globally ranked esports players, for a chance to win the Pocky K.O. Challenge. The new Pocky EDITION will feature a unique user interface exclusive to the campaign. Pocky will also be hosting a special arena open to the public for CAPCOM CUP 2019, where attendees can take on the Pocky K.O. Challenge for themselves! Audiences worldwide can watch their favorite *Street Fighter V: Arcade Edition* players go head to head in a Pocky K.O. special event on the official Capcom Twitch (<https://www.twitch.tv/capcomfighters/>) and YouTube channels (<https://www.youtube.com/user/CapcomFightersTV>).



“Gaming is an incredible experience that unifies a community across the world and we’re excited to partner with Capcom to create a unique, one-of-a-kind experience,” said HIROHISA TAMAI, Assistant Global Brand

Manager, Ezaki Glico Co., Ltd. “We at Pocky love to share happiness. Esports brings happiness to every member of the audience and we want to help share the joy and excitement alongside them”.

Players all over the world can upload screenshots to the Pocky K.O. checker on the official website to see if they have successfully completed the challenge. For more details on Pocky K.O., players can visit the official website at <http://pocky.glico.com/pockykochecker/>



With a shared desire to have fun and play, Ezaki Glico encourages gamers to upload their fighting game video captures on Twitter using the hashtag #PockyKO when they win a match by **Pocky K.O.** The video uploads will automatically be enrolled into a jury pool, where eleven will be selected to be featured on the big screen at CAPCOM CUP 2019.

To commemorate this fantastic collaboration, Ezaki Glico USA is releasing a limited-edition Street Fighter V Pocky Chocolate which will be available for purchase through select online store & retail stores.

The limited-edition packaging, which features classic *Street Fighter* characters Ryu and Chun-Li, is dedicated to fans around the world. Since Pocky can be shared by *Street Fighter V* players during matches, it’s the perfect snack for esports. Limited-edition Street Fighter V Pocky Chocolate is sold as part of a 10 pack mix box (3 each of Pocky Chocolate, Pocky Strawberry, Pocky Cookies & Cream and 1 limited-edition Street Fighter V Pocky.), see below for details:

Available online from December 13th (Subject to availability)

Online Purchase: Asian Food Grocer (<https://www.asianfoodgrocer.com/glico-street-fighter-crate>)

Available in-stores from January 13th (Subject to availability)

Participating Retailers: Select It's Sugar, Hot Topic and FYE locations



Pocky truly believes that esports is a shared new age experience for esports athletes and fans alike; not only is it exciting and inspiring, but it has the potential to be a beneficial community that supports wellbeing and mental health. This partnership between two major Japanese brands, both with worldwide popularity, represents Pocky's declaration to spread their brand messaging, "Share happiness!" among Pocky's and *Street Fighter V*'s many fans and their commitment to supporting the esports community.

Follow Pocky on Twitter @PockyUSA. Share the fight, Share happiness with Pocky!



About Pocky

Pocky Chocolate was released in 1966 and promoted as the world's first chocolate stick biscuit. Pocky is so shareable that you'll want to share it with your friends and family any time, and anywhere. Pocky is all about 'Share happiness!' Let's all share Pocky and bring happiness around the world.

<http://pocky.glico.com/info/>

About Ezaki Glico

Ezaki Glico has been dedicated to improving the health of people through food since the launch of its very first product Glico caramel in 1922.

The nutrient fortified caramel is an embodiment of the innovation and creativity that founder Mr. Ri-ichi Ezaki had beyond his time. Every employee at Ezaki Glico has since carried on this same commitment to providing people with A Wholesome Life in the Best of Taste, not just through confectionery but also ice cream products, processed foods, desserts, milk products, baby formula, food ingredients, and raw materials for cosmetic and health products.

ABOUT STREET FIGHTER

Street Fighter was first released as an arcade game in 1987. This was followed by the 1991 smash hit *Street Fighter II*, which innovative battle system generated mass excitement. In 2018, Capcom launched *Street Fighter V: Arcade Edition*, the latest installment in the series. The series now boasts a cumulative total shipment of 43 million units worldwide (as of September 30, 2019), highlighting the global appeal of the franchise today. The series continues to be a key driving force in the esports fighting game genre today.

ABOUT Capcom

Capcom is a leading worldwide developer, publisher and distributor of interactive entertainment for game consoles, PCs, handheld and wireless devices. Founded in 1983, the company has created hundreds of games, including groundbreaking franchises Resident Evil™, Monster Hunter™, Street Fighter™, Mega Man™, Devil May Cry™ and Ace Attorney™. Capcom maintains operations in the U.S., U.K., Germany, France, Hong Kong, Taiwan and Tokyo, with corporate headquarters located in Osaka, Japan. More information about Capcom and its products can be found at www.capcom.com or www.capcom-unity.com.

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