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Global Agenda

Press Release



[Hanshin Tigers × Jostens Asia] with Global Agenda

[HANSHIN TIGERS APPROVED] JOSTENS DESIGN & PRODUCTION – TAKASHI TORITANI'S 2,000TH HIT COMMEMORATIVE BULOVA WATCH - LIMITED 1,000 MANUFACTURE AND SALES

The Launch of Elegant Engraved Dress Watch for Takashi Toritani's Achievement on Sale From 1st April 2018

Kobe, Japan, 30th March 2018: -- Global Agenda, Global Management Consultant based in Kobe (President: Kuniko Shibata, PhD) is excited to announce that **Jostens Asia**, a distributor of customised jewellery and apparel for **Jostens, Inc.** (Minneapolis, MN, USA) in Asia, will release a new product to commemorate **Hanshin Tigers'** long-time star shortstop **Takashi Toritani's 2,000th hit** milestone (September 2017). The product, a customised BULOVA wristwatch, depicts the engraved Hanshin Tigers "HT" logo on the face and text commemorating the achievement, along with Toritani's signature, engraved on the back. The watch will be on sale from 1st April 2018. Global Agenda is working in collaboration with Kevin Brooke, CEO of Jostens Asia (**North Brooke Educational Supplies [NBES] Co., Ltd.**) for the project.

▼ [Hanshin Tigers Approved] JOSTENS Design & Production - Takashi Toritani's 2,000th Hit Commemorative BULOVA

Jostens Asia:

<https://brookekevin.wixsite.com/jostensasia>

Athlete Mind by Global Agenda (Japanese):

<https://globalagenda.wixsite.com/athletemind>

For Release 30th March 2018

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■ Background of Product Development

In anticipation of the upcoming of The Sports Golden Years in Japan, Global Agenda is working with Jostens Asia – a distributor of sports related goods and services in Japan – for this project.

Jostens Asia is an official distributor and representative of Jostens, Inc., a long-established manufacturer of championship rings and fan collection products for the **MLB, NBA, NFL, and NHL**. In 2017 Jostens, Inc. also designed and manufactured the ring for **Takuma Sato's Indy 500 Championship**.

While championship rings are high-quality luxury items distributed to players and coaches to recognise their achievement, the recently introduced fan collection items by Jostens, Inc. are directly for the fans. This collection has exceptional design enhanced by superior technology and includes a vast selection of jewellery and accessories which reflect the same team identity and legacy as the championship rings. The fan collection is specifically designed to

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give fans the opportunity to share in their favourite team and player's achievements. In turn, this helps to bridge the fans to the players and teams – leading to enhanced team profit and a more loyal fan-base.

■ TAKASHI TORITANI'S 2,000th HIT COMMEMORATIVE BULOVA WATCH– Features

1. Made by renowned BULOVA, now owned by Citizen Watch Company Ltd.

Bulova was founded and incorporated as the J. Bulova Company in 1875 by Bohemian immigrant Joseph Bulova. It was reincorporated under the name Bulova Watch Company in 1923, and became part of the Loews Corporation in 1979 and sold to Citizen Watch Company Ltd. at the end of 2007.

According to the Company's web page, 'Bulova's industry innovations included everything from pioneering standardized production of watches to developing the first fully electronic watch with proprietary tuning-fork based technology making it at the time the most accurate watch in the world. But our breakthroughs reached beyond the world of timekeeping alone.'

Today, Bulova is still hugely popular brand worldwide for 'its craftsmanship, innovation and technology that guided our visionary founder over 143 years ago' (About Us, Bulova HP)

2. Hanshin Tigers Logo & Toritani's Signature

This watch is decorated through high-precision technology by MTM who is in a contractual relationship with Jostens, Inc. for numerous engraved and decorated products. It is embossed with the Hanshin Tigers' "HT" logo in 3D on the face of the watch, and is engraved with Toritani's official "signature" and commemoration text of his 2,000 hit on the back. The achievement date of September 8, 2017 and place of achievement, Koshien Stadium, are also inscribed in English.

3. U.S. Global Brand Jostens, Inc. first manufactured sportswear for a Japanese Athlete.

Jostens, Inc. currently produces championship rings for both the NCAA and professional sports in the U.S. such as the NFL, NBA, NHL, MLB, and NASCAR. In 1967 Jostens, Inc. was contracted to manufacture **the first Super Bowl championship ring** to commemorate

the achievement. This BULOVA watch was produced to embody this same legacy. It is waterproof up to 30 meters below the water surface and comes with a 1 year warranty by the U.S. customizing company. Repair is accepted at the Citizen Group in Japan (for a fee). For fans of Hanshin and Toritani, this is a very special item to commemorate his milestone.

■ Purchase locations:

- Athlete Mind (managed by Global Agenda):
<https://globalagenda.wixsite.com/athletemind>
- Amazon Japan (coming soon)
- Baseball & softball non-profits and charities

■ Hanshin Tigers Approved Takashi Toritani's 2,000th Hit

Commemorative BULOVA Watch – Product Outline

Product Name:	Hanshin Tigers Approved Takashi Toritani's 2,000th Hit Commemorative BULOVA Watch
Release Date:	1 st April 2018
Retail Price:	72,750 yen (tax included)
Size:	length 46 mm × width 29.5 mm × thickness 9 mm
Colour:	Silver
Dealer:	Athlete Mind, Amazon Japan, baseball & softball non-profits and charities
Website URL:	https://globalagenda.wixsite.com/athletemind

■ Future Developments

Jostens Asia and Global Agenda are planning to launch a new project that will link sports, education and business together leading to significant contribution to social welfare, youth education, and regional development through sports.

■ Business Profile

Business Name: Global Agenda - Kobe Research Centre for Global Society
Representative: President, Kuniko Shibata, PhD
Location: Kenso Building 9F, 2-13-3 Shimoyamate-dori, Chuo-ku, Kobe, Hyogo 650-0011, Japan
Established: October 2014
Professional Service: Global management consultant, Overseas market and policy research, Global human resources development
Website URL: <https://www.global-agenda-21c.com/>

■ Company Profile

Company name: Jostens Asia (North Brooke Educational Supplies [NBES] Co., Ltd.)
Representative: CEO Kevin Brooke
Location: Kenso Building 9F, 2-13-3 Shimoyamate-dori, Chuo-ku, Kobe, Hyogo 650-0011, Japan
Established: August 2014
Business Profile: Design, production and sales of sports related products and educational supply, English education
Website URL: <https://brookekevin.wixsite.com/jostensasia>

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