

NEWS RELEASE

July 17, 2019
Otsuka Foods Co., Ltd.

**Otsuka Foods to Release New TV Commercial,
“Teenage Zombie Graduate,”
A Second Youth Horror Comedy Commercial Featuring
Sho Hirano and Soichi Nakaoka for the MATCH Line of
Carbonated Vitamin Drinks
On Air across Japan Starting July 19, 2019**

TOKYO, Japan, July 17, 2019—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Atsumasa Makise) announced today that it will continue to feature idol group King & Prince member Sho Hirano and comedy duo Lotti member Soichi Nakaoka as the face of the MATCH line of carbonated vitamin drinks. A second TV commercial, “Teenage Zombie Graduate,” following the first one, “Appearance of the Teenage Zombie,” will begin airing across Japan on July 19, 2019.

As in the previous commercial, the new commercial will feature Sho Hirano as a high school boy and Soichi Nakaoka as the “teenage zombie” character. The new story will unfold between a high school boy who is satisfied with real life and is enjoying his youth, and a former high school student who has become a zombie without enjoying his youth at all.

The music for the commercial is “Sha-la-la Hajikeru Love,” a song by the group King & Prince, of which Sho Hirano is a member.