

May 26, 2020  
Otsuka Foods Co., Ltd.

**Otsuka Foods to Release a New TV Commercial, “Thirsty Morning,” Featuring Sho Hirano Tackling the Many “Challenges of Adolescence,” to Promote the MATCH Line of Carbonated Vitamin Drinks**

**On Air across Japan Starting May 29, 2020**

TOKYO, Japan, May 26, 2020— Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Koichi Shiraishi) has been featuring rising star Sho Hirano, a singer, actor, and member of the music group King & Prince, as the face of the MATCH line of carbonated vitamin drinks since April 2017. The company announced today that a new TV commercial, “Thirsty Morning,” featuring the catchy phrase, “So many reasons to be thirsty,” will begin airing across Japan on May 29, 2020.