

Press Release



City Communications Inc.

October 18, 2022

Dead by Daylight × DiCE

“Blood ball roll cake”, scary and cute collaboration food and limited-edition goods on sale.

Collaboration project between a popular action horror game and an Internetcafe
All “DiCE” stores from October 28th to December 31th.

(Headquarters: Yokohama City, Kanagawa Prefecture / President: Hiroaki Mita)
Internet Cafe “DiCE” will hold a collaboration project from October 28th to December 31th, 2022 with the action horror game “Dead by Daylight” by Canadian game company *Behaviour Interactive, Inc.*

During the period, all “DiCE” stores will sell original food and original goods limited to the collaboration. This collaboration project is in full bloom with scary and grotesque features that you can only get and enjoy at “DiCE”.

Now, a Halloween event is happening in DbD! It’s great to play DbD in a delightfully decorated room at DiCE. Don’t forget to get some cutest goodies ever.



“Dead by Daylight x DiCE” collaboration special EC site

<https://diskcity.official.ec>

■ Outline of "Dead by Daylight x DiCE" collaboration

The collaboration will include distributing novelties and selling food and goods exclusive to the limited-time event. In addition, photo spots will be available in all participating "DiCE" locations. Visitors will be able to take photos with the "power generator," which is a key element in determining the winner of a match in "Dead by Daylight".



アクリルキーホルダー



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◆ Period: October 28th, 2022 - December 31th, 2022

◆ Details of implementation

Collaboration Food

Collaboration goods

Collaboration soft serve ice cream [free of charge]

Limited novelty items distributed



•Collaboration food

Covert Kuro-chan(Claudette Morel' s) Curry

1200 yen (tax included)

"Clawdead" hides behind hamburgers and hides in the grass.

(curry/hamburger/spinach)



Nurse's blink bowl Yellowtail teriyaki

1200 yen (tax included)

No one can escape her.

(Yellowtail/onsen egg[soft boiled egg]/miso soup)



Blood ball roll cake

850 yen (tax included)

The Oni is aiming for your blood ball. Watch your heartbeat.

(strawberry roll cake/mixed berry/raspberry chocolate)



"Yabai" Flan

850 yen (tax included)

A pudding inspired by the in-game item "Flan".

(rich pudding/caramel sauce/rice flour dumpling/cookie)



•Collaboration goods

Purchase 2 or more items at the store and receive a shopper bag!



«Sold in stores & on EC website»

Mug

1600 yen (tax included)



“Memento mori” scarf

4500 yen (tax included)



Hooded sweatshirt with removable hood(pink/green) one-size-fits-all

12000 yen (tax included)





Knitted sweater one-size-fits-all

7800 yen (tax included)





«Sold only on the EC website»

Acrylic key ring/ Acrylic stand

440 yen (tax included)/ 990 yen (tax included)

フック型アクリルスタンド
アクリルキーホルダー設置イメージ



アクリルキーホルダー



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Rubber Coaster

880 yen (tax included)



Cushion

3500 yen (tax included)



Pass holder

1100 yen (tax included)



Tumbler

2530 yen (tax included)



・Collaboration soft serve ice cream [free of charge]

Original "DiCE" soft serve ice cream inspired by "Dead by Daylight" is on offer. These limited-time flavors are free and all-you-can-eat for those who visit participating "DiCE" locations.



“Entity is in a good mood (chocolate flavor)” / “Ebony Memento Mori(cassis flavor)”

•Distribution of limited novelties

A total of 10 limited novelty pin badges will be randomly distributed to customers who spend 1000 yen or more in the store.



About Dead by Daylight™

Behaviour Interactive's "Dead by Daylight" is a 4-on-1 asymmetrical online action horror game. Based on the concept of "survival hide-and-seek," this dark fantasy game has surpassed 50 million total players. Approximately 2 million users per day play the game on PC, consoles, and mobile devices, splitting into a killer called the "Killer" and four survivors who try to escape from the killer in the game's "killing fields. Since its launch in 2016, the game has collaborated with a series of legendary TV, film, and video game titles to create a world where "horror masterpieces" are gathered and revisited, and each match is a different experience. The game was also the winner of the "50,000 People Vote for the Best Video Game! TV game general election" broadcast on December 27, 2021 on TV Asahi. For more information, please visit deadbydaylight.com.

■About Behaviour™ Interactive

Behaviour Interactive, Canada's largest game developer and distributor, with offices in Montreal and Toronto, is celebrating its 30th anniversary since its founding in 1992. Today, the studio employs approximately 1,000 people and is credited as a co-developer on some of the biggest titles in the gaming industry, including the award-winning original game title "Dead by Daylight," which has over 50 million total players, and "Assassin's Creed," and is the leading game developer in the world. The company has been awarded Deloitte Canada's "Enterprise Fast 15" and "Best Managed Company" and in 2021 was named one of GamesIndustry.biz's Best Places to Work -Behaviour Interactive's partners include some of the world's leading companies, such as Microsoft, Nintendo, and Sony. Behaviour Interactive's partners include some of the world's leading companies, such as Microsoft, Nintendo and Sony. For more information, please visit <https://bhvr.com>.

■About Internet Cafe "DiCE

DiCE" has been operating mainly in the Kanto area since 2000, and has been well received by many people who live and work in the area. In addition to a wide variety of magazines, comics, and free drinks, the café offers seasonal soft-serve ice cream and an authentic coffee server. In addition to the VIP rooms, which are ideal for groups, darts and You can also enjoy amusement contents such as e-sports. The Internet café is constantly evolving to meet the needs of the times. ▼DiCE official HP 【 <https://www.diskcity.co.jp/> 】



-List of participating shops

Store name / phone number

DiCE Sapporo Raccoon Alley Main Shop / 011-252-7579

DiCE Sapporo Station South Exit Shop / 011-252-7212

DiCE Sendai Shop / 022-395-7496

DiCE Omiya Shop / 048-782-9297

DiCE Akabane Shop / 03-5939-6551

DiCE Ikebukuro North Exit Shop / 03-5944-9098

DiCE Ikebukuro Nishiguchi Shop / 03-6912-7404

DiCE Ikebukuro Shop / 03-5944-9202

DiCE Shinkoiwa Shop / 03-5879-6458

DiCE Jiyugaoka Shop / 03-6421-1733

DiCE Oimachi Shop / 03-3471-8230

DiCE Omori Shop / 03-5762-0017

DiCE Zoushiki Shop / 03-5711-8205

DiCE Kawasaki Cinecitta-Street Shop / 044-222-5150

DiCE Kawasaki Nakamise-Street Shop / 044-200-0139

DiCE Mizoguchi Shop / 044-811-0166

DiCE Sagamioono Mores Shop / 042-701-8241

DiCE Isezakicho Shop / 045-241-9350

DiCE Totsuka Shop / 045-869-3163

DiCE Central Yokosuka Mikasa Shop / 046-825-7044

▶DiCE Store Search 【 <https://www.diskcity.co.jp/shop/> 】



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The information in this news release is current as of the date of the announcement and is subject to change without notice.

■About Us



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Media preview Overview

A preview of this collaboration will be held at the DiCE Ikebukuro store.

At the preview, you will be able to experience and see the contents of the collaboration and the facilities of DiCE Ikebukuro.

◆Date and time: October 26, 2022, starting at 00:00

◆Other precautions, etc.

-About Visiting

On the day of the event, from the start of registration to the start of the preview from 00:00. Please come to the elevator hall (4F) of DiCE Ikebukuro. Our staff in charge will guide you.

-About the number of people in a group

We want to know the exact number of people participating in order to take infection control measures. Please let us know in advance if you are coming with more than one person.

-About start times and previews. Please note that event content may be added or the start time may change.

Thank you for understanding.

◇For inquiries regarding previews, please contact

Please contact DiCE Ikebukuro Shop (03-5944-9202).

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