

January 27, 2026
East Japan Railway Company

Collaboration Campaign with the TV Anime Series *Jujutsu Kaisen* *Jujutsu Kaisen* x JR East: The East Japan Circuit Game

- In its medium- to long-term business growth strategy “Beyond the Border,” announced in June 2024, the JR East Group aims to create travel demand through a “content axis” connected to increasingly diverse interests and preferences, and to invigorate movement between urban areas and regional areas.
- In this campaign, we will operate a wrapped Tohoku Shinkansen E5 Series featuring characters from the TV anime series *Jujutsu Kaisen*, with initiatives where riders can get original voice content and stamps in various locations across the Greater Tokyo area and Tohoku, as well as onboard the Tohoku Shinkansen.

Refer to the link for more details: <https://www.jreast.co.jp/jujutsukaisen-jreastkaiyu/>

1. Operation of the Wrapped Shinkansen

We will operate a wrapped Shinkansen featuring characters from the TV anime series *Jujutsu Kaisen*. This special design features visuals of five characters from Season 3, “The Culling Game Part 1”: Yuji Itadori, Megumi Fushiguro, Yuta Okkotsu, Choso, and Naoya Zen'in. It also includes visuals created to commemorate the TV anime series *Jujutsu Kaisen*’s fifth anniversary, making for a special design.

- Operating Period December 17, 2025 (Wed.) to mid-May 2026
 - * Please note that the operating period may change.
 - * We do not disclose the operating schedule for the wrapped Shinkansen.
- Rolling Stock E5 Series (one 10-car trainset)
- Operating Section Tohoku and Hokkaido Shinkansen (between Tokyo and Shin-Hakodate-Hokuto)
 - * Planned to operate as “Hayabusa,” “Hayate,” “Yamabiko,” and “Nasuno” services.



Wrapped Shinkansen (Illustration)

2. Special Initiatives

(1) Limited Audio Content

By visiting designated spots in the Greater Tokyo Area, the Tohoku Shinkansen corridor, and the Sendai area, riders can listen to original voice content from Yuji Itadori, Megumi Fushiguro, Yuta Okkotsu, and Choso. Riders can even receive an original acrylic key holder by meeting certain conditions (limited quantity). For details on how to participate, please see the separate attachment.

Locatone™ JR East Japan Channel URL: <https://www.locatone.sony.net/ch/80/>

* This tour will be available from December 17 (Wednesday).

■ Implementation Period December 17, 2025 (Wed.) to March 31, 2026 (Tue.)

■ Designated Locations Greater Tokyo Area: Tokyo Station, Ueno Station, Omiya Station, Takanawa Gateway Station, Tokyo Metropolitan

Theatre, Kanda Myojin Shrine, and Rikkyo-dori Street

Tohoku Shinkansen Corridor: Five spots between Omiya Station and Sendai Station

Sendai Area: Sendai Station, Hon-Shiogama Station, Yurtec Stadium Sendai, Kamuri-Ohashi Bridge, Nanakita River

* Collect locations in the Greater Tokyo Area and Sendai Area to take commemorative photos with characters using the AR camera feature.

* For the pairings of each location and the original character voices, please use the audio AR app Locatone™.

■ Prizes

■ Original acrylic key holder
(limited quantity)

■ AR camera photoshoot



(2) EKITAG Stamp Rally

Download the EKITAG app, participate in the stamp rally through the Stamp Book, and collect stamps installed at stations in four areas within the JR East service area (hereafter, East Japan's "Four Colonies (Barriers)"). Obtain stamps using scene cuts from the TV anime series *Jujutsu Kaisen* Season 3 "The Culling Game Part 1," as well as commemorative character stamps.

(3) Installation of Limited Original Posters and Character Panels

At the following stations, we will install limited original posters and character panels.

■ Implementation Period December 17, 2025 (Wed.) to March 31, 2026 (Tue.)

■ Installation Stations [Limited Original Posters and Character Panels]
Sendai Station, Iwanuma Station, Tagajo Station, Morioka Station, and Shin-Aomori Station

* For details such as the types of limited original posters and character panels, please see the campaign website.