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May 24, 2013

Aniplex's *Sword Art Online* Set for TV Broadcast on Toonami
Starting in August



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TOONAMI

SANTA MONICA, CA (May 24, 2013) – At their recent panel at Anime Boston, Aniplex of America announced that one of their most popular titles, *Sword Art Online*, will be making its U.S. network television debut this August on TOONAMI, Adult Swim's animation programming block that airs Saturday nights from Midnight to 6 a.m. (ET/PT). *Sword Art Online* tells the story of Kirito, an experienced gamer, and his adventures through a virtual massive multiplayer online role-playing game (VMMORPG) in which none of the players are allowed to leave unless the final boss of the game is defeated. Unlike regular MMORPGs, if players die in *Sword Art Online*, they die in real life. Many fans

found *Sword Art Online* to be entertaining for its original plotline and its portrayal of its characters. "I'm very happy that we were given this opportunity to work with TOONAMI to bring all of the U.S. fans a series as interesting as *Sword Art Online*," says Hideki Goto, president of Aniplex of America. "Having the show air on network television will definitely give our fans the experience to enjoy *Sword Art Online* just as the fans in Japan did while it was airing overseas, and also reach out to the new fans that have not been able to watch the series yet."

About Sword Art Online

"This is a game, but it isn't something you play."
-Sword Art Online Programmer Akihiko Kayaba

Sword Art Online is an anime adaptation of one of the most popular light-novel series (Dengeki Bunko / ASCII MEDIA WORKS) written by author Reki Kawahara. The story is set in a not-so-distant future where people are able to play video games more realistically with the emergence of the NerveGear, a virtual reality generating device, which the players wear to stimulate their senses to control their avatars in the world of the game. Kirito is an experienced player who was excited for the release of the new Virtual Reality Massive Multiplayer Online Role-Playing Game (VRMMORPG), *Sword Art Online*, a.k.a. SAO. But, when Kirito and all the other players logged on to SAO for the first time, they quickly realized that something was not right. The creator of the game, Akihiko Kayaba, reveals to them that they will not be able to leave the game world unless they defeat the final boss atop a tower that is 100 floors high! To make things worse, Kayaba informs them that if a player dies in the game, he or she will also die in the real world. Now Kirito must fight along with players to defeat the boss and free everyone from Kayaba's dreadful ploy. Kirito and his friends will soon learn that *Sword Art Online* is more than just a game.

SwordArt-OnlineUSA.com

About Aniplex of America Inc.

Aniplex of America Inc. (Santa Monica, California) is a subsidiary of Aniplex Inc. (headquartered in Tokyo, Japan), a group of Sony Music Entertainment (Japan) Inc. and leading provider of anime content and music production and distribution in Japan. Aniplex of America has launched fan-favorite DVD and Blu-Ray releases such as *Bakemonogatari*, *Durarara!!*, *Puella Magi Madoka Magica*, *the Garden of Sinners* and *Blue Exorcist*. The company's ever-growing line-up of shows includes our most recent titles, *Sword Art Online*, *Magi*, *Blast of Tempest*, *Oreshura* and *Vividred Operation*.

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