



FOR IMMEDIATE RELEASE

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**Aniplex of America to Simulcast BLUE EXORCIST
on Hulu, ANN, Crunchyroll and VIZ Anime**

BLUE EXORCIST



© Kazue Kato/SHUEISHA, Blue Exorcist Committee, MBS

SANTA MONICA, CA (April, 08, 2011) – Aniplex of America Inc. announced today that its brand-new anime TV series *Blue Exorcist* will premiere on the free, ad-supported Hulu.com and the Hulu Plus subscription service (www.hulu.com/blue-exorcist), Anime News Network (www.animenewsnetwork.com/blue_exorcist) and Crunchyroll (www.crunchyroll.com/blue-exorcist). The multi-stream simulcast premiere will be distributed exclusively via the Internet in the US, and will also be available for streaming in Canada through Anime News Network, Crunchyroll and VIZ Anime.

The 1st episode (approx. 25 mins / English subtitled) will premiere at 10:00am PST on Wednesday, April 20th, three days after its initial airing in Japan on Sunday, April 17th through MBS and TBS networks. Aniplex of America's broadcast of ***Blue Exorcist*** marks the first time an anime series has been simulcast in the US on multiple streaming sites simultaneously.

"***Blue Exorcist*** is a highly anticipated title for Aniplex and I hope many viewers will enjoy this dark fantasy adventure," says Hideki Goto, president of Aniplex of America. "We're very excited to utilize digital media distribution in showcasing ***Blue Exorcist*** to as many as fans possible. To that end, we'll continue to launch new initiatives and partnerships over the coming months that will hopefully provide fans with access to more anime content."

About *Blue Exorcist*

Based on the manga by Kazue Kato (published on Jump Square by Shueisha), *Blue Exorcist* successfully depicts a hero, Rin Okumura, an energetic, yet naïve young man who aims to become the ultimate exorcist. The manga has been made into animation in the hands of Japan's acclaimed staff including director Tensai Okamura (*Wolf's Rain*, *Darker Than Black*) and Animation Studio A-1 Pictures (*Black Butler*, *Sound of the Sky –so ra no wo to-*, *Persona 4*, *Welcome to THE SPACE SHOW*). This 25-episode TV series will air in Japan from April 17th, subsequently followed by the North America online premiere on April 20th. For more information, please visit www.BlueExorcist.com.

The first volume of the English language version of the ***Blue Exorcist*** manga was recently published by VIZ Media. For more information, please visit www.vizmedia.com/series?id=1371.

Story of *Blue Exorcist*

Assiah, the realm of humans, and Gehenna, the realm of demons.

Normally, these two dimensions would never intersect, but having possessed all material substances, the demons are now intruding on the material world.

*But among the human race, there are those who can exorcise such demons
- the Exorcists.*

Rin and his twin brother Yukio Okumura have been raised by Shiro Fujimoto, an eminent priest, but one day Rin discovers their biological father is actually Satan! As the border between "Assiah" (the human world) and "Gehenna" (demon's world) is intruded upon by evils, Rin vows to become the ultimate exorcist and defeat his own father, Satan. To hone his raw skills, Rin enters True Cross Academy to train with other exorcist candidates.

STAFF

Original Story:	Kazue Kato (published in Jump Square / Shueisha)
Director:	Tensai Okamura
Screenplay:	Ryota Yamaguchi

Character Design: Keigo Sasaki
Music: Hiroyuki Sawano
Opening Theme: UVERworld
Ending Theme: 2PM
Animation Production: A-1 Pictures
Produced by: Blue Exorcist Committee, MBS

CAST (Japanese)

Rin Okumura: Nobuhiko Okamoto
Yukio Okumura: Jun Fukuyama
Shiemi Moriyama: Kana Hanazawa
Ryuji Suguro: Kazuya Nakai
Renzo Shima: Koji Yusa
Konekomaru Miwa: Yuki Kaji
Izumo Kamiki: Eri Kitamura
Shura Kirigakure: Rina Sato
Igor Neuhaus: Ryotaro Okiayu
Amaimon: Tetsuya Kakihara
Mephisto Pheles: Hiroshi Kamiya
Shiro Fujimoto: Keiji Fujiwara

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 Inc. has introduced a variety of properties including such hits as *Gurren Lagann*, *Fullmetal Alchemist*, *Kuroshitsuji (Black Butler)*, *Rurouni Kenshin*, *R.O.D -THE TV-*, and *Blood+*, all of which are licensed and distributed worldwide. In addition to its licensing business, the company's direct video release business focuses on delivering coveted titles to North America, including fan-favorite releases such as *Gurren Lagann the Movie –Childhood’s End-* and *-The Lights in the Sky Are Stars-*, *Durarara!!*, *R.O.D -THE COMPLETE- Blu-ray Box*, *the Garden of sinners Blu-ray Disc Box* (now sold out) and *Baccano! Blu-ray Disc Box*. The company's ever-growing line-up of shows are distributed across various digital platforms, available as downloadable and/or streaming video content.

Official Websites:

www.AniplexUSA.com

www.youtube.com/aniplexUS

About Anime News Network

Anime News Network is the number 1 website worldwide for news and information about Japanese anime and manga. Anime News Network was launched in 1998 and now serves millions of readers from around the world every month. The company is also active in market research and has been streaming anime online since 2008. Anime News Network's mission is to bring the anime industry and its consumers together with the latest and best information, editorial and anime content. For more, visit <http://www.AnimeNewsNetwork.com>

About Crunchyroll, Inc.

Crunchyroll is a leading global video network and developer of social media applications for Japanese anime and Asian media. Through applications like Crunchyroll for iPhone, iPad, Android, TV set-top boxes, affiliate websites and its own streaming website, Crunchyroll delivers officially-licensed content from leading Asian media producers directly to consumers.

Crunchyroll has offices in San Francisco, Calif. and Tokyo, Japan, and is a member of the Association of Japanese Animations (AJA) and Licensing International Merchandisers' Association (LIMA). Founded in 2006, Crunchyroll is funded by leading venture capital firm, Venrock, Japanese entertainment giant TV TOKYO, digital publishing leader Bitway and a group of angel investors representing some of the brightest and most successful entrepreneurs in Silicon Valley. More information can be found at <http://www.crunchyroll.com>

About VIZ Media, LLC

Headquartered in San Francisco, CA, VIZ Media, LLC (VIZ Media), is one of the most comprehensive and innovative companies in the field of manga (graphic novel) publishing, animation and entertainment licensing of Japanese content. Owned by three of Japan's largest creators and licensors of manga and animation, Shueisha Inc., Shogakukan Inc., and Shogakukan-Shueisha Productions, Co., Ltd., VIZ Media is a leader in the publishing and distribution of Japanese manga for English speaking audiences in North America, the United Kingdom, Ireland, and South Africa and is a global ex-Asia licensor of Japanese manga and animation. The company offers an integrated product line including the popular monthly manga anthology SHONEN JUMP magazine, graphic novels, and DVDs, and develops, markets, licenses, and distributes animated entertainment for audiences and consumers of all ages. Contact VIZ Media at 295 Bay Street, San Francisco, CA 94133 www.VIZmedia.com.

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