



FOR IMMEDIATE RELEASE

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Aniplex, Bandai and Right Stuf team up for Durarara!! DVD distribution



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SANTA MONICA, CA (October 7, 2010) – Following Aniplex of America Inc.’s summer announcement that it had licensed *Durarara!!*, the company confirmed today that it will team up with anime distribution powerhouses “**The Store**,” Bandai Entertainment Inc.’s online retail shop and RightStuf.com for Aniplex’s upcoming release of *Durarara!!* DVD Part 1 due out on Tuesday, January 25, 2011. Pre-order will start on Friday, October 8.

“This is a great opportunity for us to partner with Bandai Entertainment and Right Stuf to bring *Durarara!!*, one of our strongest titles, to the fans in North America,” said Henry Goto, President of Animation Business of Aniplex of America. “I hope many fans take advantage of this chance and enjoy the world of *Durarara!!*”

Ken Iyadomi, President of Bandai Entertainment, Inc., echoed Goto’s enthusiasm for the distribution agreement, noting that “Bandai Entertainment has a proven, successful track record of bringing fans what they want and our direct partnership with Aniplex is indicative of our firm commitment to distributing fantastic titles like *Durarara!!*”

“Ensuring an anime title’s availability through established distributors and trusted venues is crucial to the launch of any new release,” said Shawne Kleckner, President and CEO of Right Stuf, Inc. “We look forward to working closely with Aniplex, one of Japan’s premier anime production companies, to bring the *Durarara!!* DVDs to a very enthusiastic and receptive fan base.”

As part of an online promotion* for the official January 2011 release, each customer who pre-orders *Durarara!!* DVD Part 1 (a 2-disc set) through either “The Store” or RightStuf.com. by December 7th, 2010 will receive a set of *Durarara!!* limited edition PVC Key chain in their order shipment.

* (Please note: Promotion is available only for U.S. and Canadian residents and offered only while supplies last.)

Durarara!! DVD Parts 1-3 can be pre-ordered at:

The Store: Store.Bandai-ent.com/Durarara

Right Stuf: www.rightstuf.com/i/aoa0701

***Durarara!!* DVD Info**

- Exclusive new artwork images on deluxe digipak packaging
- Includes the original Japanese and English dub audio
- Exclusive post cards (4-5 cards per release)
- English subtitles
- 16:9 Anamorphic widescreen
- 3 parts total. Each part is a 2-disc set that contains 8 to 9 episodes
- SRP: \$49.98

Product number and UPC bar code

SKU	Street Date	Contains	SKU #	UPC
Part 1	Jan 25, 2011	Ep.1-9	AOA-0701	850527-003004
Part 2	March 29, 2011	Ep.10-17 & Special Bonus Episode 12.5	AOA-0702	850527-003011
Part 3	May 2011	Ep.18-24 & Special Bonus Episode 25	AOA-0703	850527-003028

For detailed information on the *Durarara!!* DVDs and to view the official trailer, visit:
www.DurararaUSA.com

For up-to-the-minute news and announcements on *Durarara!!* visit:
www.facebook.com/DurararaUSA
twitter.com/DurararaUSA

About *Durarara!!*

A pitch-black headless motorcyclist who roams the city!?

High-tension suspense and action are taking over Tokyo's Ikebukuro District!

*Warped romances and friendships – and plenty of hidden secrets lie behind these big city walls! A hilariously unusual juvenile urban fantasy from the mighty creative staff behind **Baccano!***

Durarara!! the animated TV series is based on the eponymous hit novel by RYOHGO NARITA, who also penned the award-winning novel series-turned anime series ***Baccano!*** With an “off-the-wall” style of storytelling and pacing, Mr. Narita represents a new breed of unconventional authors on the rise and drawing accolades from teen readers and critics alike within Japan’s highly competitive light-novel industry. The ***Durarara!!*** series has shocked readers with its unique, quirky and wildly unpredictable characters and intriguingly interwoven plots that form an out-of-this-world story.

Story of *Durarara!!*

Ikebukuro, Tokyo. Mikado Ryugamine is a young man who yearns for the city like no other. At the invitation of his childhood friend, Masaomi Kida, he leaves his hometown and enters Raira Academy in Ikebukuro. Masaomi warns Mikado about some dangerous people in Ikebukuro to watch out for. There are two in particular: the brawling champion Shizuo Heiwajima and hobbyist information broker Izaya Orihara; And also the mysterious organization of unknown origin known as the “Dollars.” On his first day out in the city, Mikado, remembering Masaomi’s stories, sees a jet-black motorcycle being driven by the fabled “Headless Rider.” From then on, a series of random attacks and events begin to occur on the streets of Ikebukuro, and a group known as the Yellow Scarves arises as Ikebukuro begins to crumble!

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 licensing business, the company launched its direct video release business, starting with Gurren Lagann the Movie –Childhood’s End- and –The Lights in the Sky Are Stars- in summer 2010. The company plans to release selected titles in North America including R.O.D –The Complete- Blu-ray boxset and Durarara!! DVDs.

Official Websites:

www.AniplexUSA.com

www.DurararaUSA.com

www.GurrenLaganntheMovieUSA.com

www.youtube.com/aniplexUS

About Bandai Entertainment Inc.

Bandai Entertainment Inc. is a subsidiary of Namco Bandai Holdings (USA) Inc. and the premier distributor of Japanese animation on DVD and programming for television broadcast in North America. Titles include Gundam 00, Code Geass: Lelouch of Rebellion, Lucky Star, Gurren Lagann, The Melancholy of Haruhi Suzumiya, Cowboy Bebop, Outlaw Star, Escaflowne, Ghost in the Shell: Stand Alone Complex, My Otome, and many more.

www.Bandai-Ent.com

About Right Stuf

Currently celebrating its 23rd year in business, **Right Stuf, Inc.** was one of the first players in the U.S. Japanese Animation ("anime") industry, as both an anime producer/distributor and a retailer. Right Stuf works to promote knowledge of its own products, as well as the anime and manga industry, through its online storefront at RightStuf.com and a variety of media including podcasts and special publications. For more information, visit

www.RightStuf.com.

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