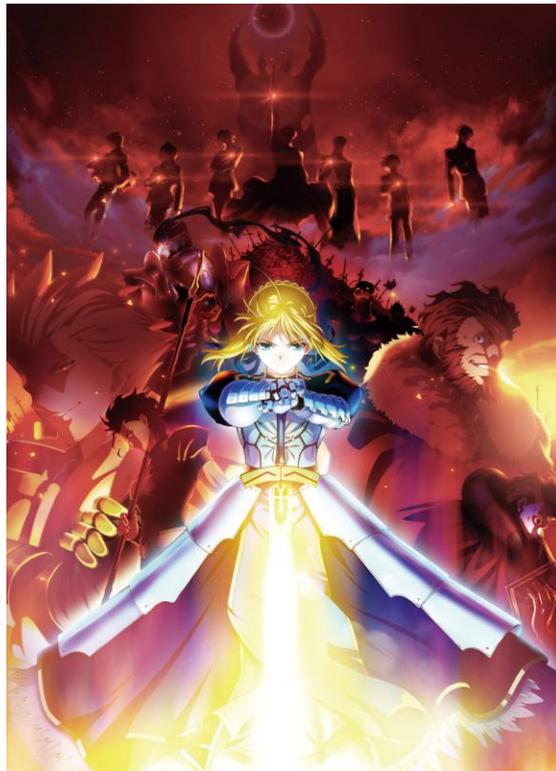




FOR IMMEDIATE RELEASE

December 1st, 2011

**Aniplex of America launches the “Fate/Zero” Blu-ray Disc Box set on
March 7th, 2012**



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***The legendary story of the Fourth Holy Grail War is being
summoned to North America this March!***

SANTA MONICA, CA (December 1, 2011) – Aniplex of America Inc. announced today that the ***Fate/Zero - Blu-ray Disc Box I*** will be imported from Japan and released in North America on March 7th, 2012 through anime distributor RightStuf.com. This highly anticipated release—featuring thirteen episodes with unaired, new footage, all subtitled in English over five Blu-ray discs—is the latest example of the company’s objective to expedite its line-up of wildly popular properties to North America. Fans in North America can take comfort in knowing this BD box set will be released simultaneously with Japan’s release date, and will mark the first time that ***Fate/Zero - Blu-ray Disc Box I*** is officially made available in North America. In addition, Aniplex of America will include an English translation booklet to accompany the featured Production Material booklet in the North American release.

“We’re very excited that we can bring this fan-favorite title to North America at the same time it is being released in Japan,” says Hideki Goto, the president of Animation Business of Aniplex of America. “Like our previous releases of “The Garden of Sinners” and Rurouni Kenshin, this project comes from our continuous challenge to deliver the latest show as soon as possible. Aniplex originally simulcasted Fate/Zero worldwide in association with niconico, now I’m glad to announce the BD release date to the North American audience will be the same street date as in Japan. I have no doubt this ***Fate/Zero - Blu-ray Disc Box I*** will satisfy not only the ‘Fate/stay night’ fans who enthusiastically waited for this show, but also all those who want to watch the most recent and sophisticated anime show to date. It’s our hope that you’ll find this a worthy showpiece to add to your collection to enjoy and treasure repeatedly.”

***Fate/Zero - Blu-ray Disc Box I* features:**

<BD Features and Bonus Contents>

- Video: 16:9 HD Widescreen / 1920×1080p / MPEG-4 AVC
- Audio: Japanese dialog / Linear PCM / Stereo 48KHz/24bit
- Subtitles: English and Japanese
- Includes 7 discs (5 Blu-ray discs + 2 Bonus CDs): Total length of more than 330 minutes!!
- Extras include New bonus animation (written by Kinoko Nasu), Trailers, TV spots and Textless Opening and Ending
- Bonus CD 1: Fate/Zero Original Soundtrack Vol. 1 with Music by Yuki Kajiura
- Bonus CD 2: Fate/Zero Original Drama CD written by Gen Urobuchi

<Special Packaging>

- Deluxe Production Material Booklet: Staff interviews, conceptual art, and other “never-seen-before” production materials
 - * **Exclusive for the North American release: a separate booklet of just English translations of the Japanese text from the Production Material Booklet!**
- New cover art exclusively drawn by Co-creator/Artist TAKASHI TAKEUCHI, who envisioned the series’ original character concepts and designs



*Cover Art Subject to Change

the Fate/Zero Blu-ray Disc Box I can be pre-ordered and purchased at:

Right Stuf: www.Rightstuf.com

Product number and UPC bar code

Street Date	SKU #	UPC	SRP	Store price
March 7 th 2012	ANSX-9431-9437	4534530051691	\$498.98	\$369.98

For detailed information on the ***the Fate/Zero Blu-ray Disc Box I*** and to view the official trailer, visit:
www.FateZeroUSA.com

About *Fate/Zero*

“Fate/Zero” is a visual novel written by Gen Urobuchi (“Madoka Magica”, “Saya no Uta”) and is a prequel to TYPE-MOON’s hit visual novel “Fate/stay night”. The best-selling novel series has since been adapted into a television animated series earlier this year, of which each episode directly covers the original novels. Fate/Zero was the first animated series to be simulcasted worldwide in 8 different subtitle languages immediately following its airing in Japan.

Story of *Fate/Zero*

The story starts from zero, a beginning...

The Holy Grail War -in this ultimate battle field, in order to obtain the power of the "Holy Grail" that makes one's any unattainable wish, seven "masters" summon "servants" and fight against each other until the last one survives....

After three inconclusive Holy Grail Wars, the fourth battle has finally started. Hoping to win the battle, each master is heading to the new battlefield called "Fuyuki". However, there is a man who is confused and struggling being unable to find a meaning of the war --his name is Kirei Kotomine.

He wonders why he is appointed to this task, but without any answer, he encounters his archrival -his name is Kiritsugu Emiya, a master who craves for the miracle Holy Grail most of all. The untold truth of "the Fourth Holy Grail War" that had occurred 10 years before "Fate/stay night" ---the truth about the battle fought by Shiro's adopted father, Rin's father and young Kirei Kotomine is about to reveal!!

STAFF

Original Story: Gen Urobuchi (Nitroplus) / TYPE-MOON

Director: Ei Aoki

Original Character Concept: Takashi Takeuchi

Character Design: Tomonori Sudo, Atsushi Ikariya

Color Setting: Emi Chiba

Art Director: Koji Eto

SFX Director: Yuichi Terao

3D Director: Kojiro Shishido

Music: Yuki Kajiura

Animation Production: ufotable

CAST

Kiritsugu Eimiya: Rikiya Koyama

Saber: Ayako Kawasumi

Irisviel von Einzbern: Sayaka Ohara

Tokiomi Tohsaka: Sho Hayami

Archer: Tomokazu Seki

Kirei Kotomine: Joji Nakata

Assassin: Akina Abe

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 *Gurren Lagann the Movies*, *Durarara!!*, *R.O.D series*, *the Garden of Sinners* and *Baccano!* The company's ever-growing line-up of shows includes our most recent titles, *Blue Exorcist*, *Rurouki Kenshin OVA and Movie*, and *Puella Magi Madoka Magica*.

Official Websites:

www.AniplexUSA.com

www.FateZeroUSA.com

www.Youtube.com/AniplexUS

Japanese official websites

www.Aniplex.co.jp

www.Fate-Zero.jp

About Right Stuf Inc.

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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