

February 2, 2012

Nico Nico, Inc. / Aniplex of America Inc.

Niconico and Aniplex of America presents  
 "Puella Magi Madoka Magica English Screening Premiere"  
 A FREE simultaneous streaming live event

Santa Monica, CA (February 2, 2012) – Madoka Magica is back and ready to take the world by storm. Aniplex of America has announced today that they will host an Exclusive Screening of the first episode of the hit anime series "Puella Magi Madoka Magica" in English. This will be a treat for fans as this screening event will be shown in the US, Canada, UK, Australia, New Zealand and Japan simultaneously for free. This one day event will be on the Niconico Live-Streaming channel on February 10<sup>th</sup>, Friday at 20:30 PST (February 11th Saturday at 2:30pm Japan local time).

This will be the first time in history fans will get to hear their favorite Madoka Magica characters in English. Japanese Fans will be happy to know that the show will be subtitled in Japanese. In addition, before the episode there will be a special greeting from the English Voice of Madoka, Homura and Kyubey just for the fans.

"It's wonderful to share the opportunity to watch the English version of Madoka together with not only North America but also in the UK, Australia, New Zealand and Japan. This will be a great chance for Anime fans to re-visit and discover this great show," says Hideki Goto, the president of Animation Business of Aniplex of America.

Volume 1 of "Puella Magi Madoka Magica" will be available on February 14<sup>th</sup> (Valentine's Day) in North America. The second and third volumes of the series are available for pre-order at Rightstuf.com.

#### ■ Detail of the Live-Streaming

##### PROGRAM TITLE :

Puella Magi Madoka Magica English Screening Premiere

##### DATE :

Friday, February 10, 20:30pm US Pacific Standard Time  
 Saturday, February 11, 13:30 Japan local time  
 Saturday, February 11, 4:30 UK local time  
 Saturday, February 11, 15:30 Australian Eastern Daylight Time  
 (\* Total length 30 min: minute program with special greeting)

##### URL :

<http://live.niconico.com/watch/lv79795448>

- Niconico.com: Niconico Live  
<http://live.niconico.com/>
- Aniplex of America HP  
<http://www.aniplexusa.com>
- Puella Magi Madoka Magica US Website  
<http://www.MadokaMagicaUSA.com>
- Detail about Australian Release  
<http://www.madman.com.au>



Puella Magi Madoka Magica

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#### ■ Story of Puella Magi Madoka Magica

She has a loving family and best friends, laughs and cries from time to time...

Madoka Kaname, an eighth grader at Mitakihara middle school, lives such a life.

One day, she has a very magical encounter.

She doesn't know if it's by chance or by fate yet, but this meeting will change her destiny.

This is the beginning of a new story of magical girls...

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## What is niconico?

Niconico is one of the largest video-sharing websites with roughly 23 million registered members and 1.4 million paid members in Japan. In this site, users are allowed to share their feelings by writing comments onto uploaded videos being played.

As for its live streaming service, users can communicate with not only other users, but also performers or audiences appearing on live videos by writing comments in real time. 【Japanese】 <http://www.nicovideo.jp/> 【English】 <http://www.niconico.com/>

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### About niwango Inc.

(Headquarters: Shibuya-ku, Tokyo, Japan. Representative Director & President: Seiji Sugimoto)

Niwango Inc. offers network entertainment services featuring epoch-making asynchronous communication including "Nico Nico Douga", Japan's biggest video community service as well as "niwango", a search engine service making use of user-friendly mail system. Official homepage: <http://niwango.jp/>

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### About Aniplex of America

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 homepage: <http://www.AniplexUSA.com>

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