



FOR IMMEDIATE RELEASE

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Aniplex to Release the Hit Anime Series *Puella Magi Madoka Magica* in a Limited Edition Blu-Ray/DVD/CD Box Set



Cover Art Subject to Change

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SANTA MONICA, CA (October 19, 2011) – Recently at their panel at New York Comic Con, Aniplex of America Inc. announced its release plans for the anime series *Puella Magi Madoka Magica* in North America. Pre-orders started Monday, October 18th for all SKUs.

The series will be released in three separate volumes in total. Each volume will be released in three formats: a Limited Edition Box Set, and Regular Edition Blu-Ray and DVD. Each Limited Edition Box Set will include the Blu-ray, DVD and Soundtrack CD composed by Yuki Kajiura. Release dates and features are listed below.

***Puella Magi Madoka Magica* Limited Edition Box Set Volume 1 features:**

Blu-ray / DVD

- Includes Episodes 1-4 (TRT: 100 min)
- Video: 1080 HD for BD, widescreen
- Audio: Japanese & English (Linear PCM Stereo) for BD / Japanese & English (Dolby Digital 2.0) for DVD
- Subtitles: English
- “Magia” Music Video featuring Kalafina
- Trailer Collection
- Textless Opening and Ending
- Soundtrack CD #1: Composed by Yuki Kajiura

Exclusive Bonus Inserts

- Exclusive Collector's Box
- 2 cases with double-sided covers
- Deluxe 24-page booklet: character designs, special short manga by aokiume and more!
- Double-sided poster
- Kyubey Sticker
- Collectible postcards

All *Puella Magi Madoka Magica* Releases can be pre-ordered and purchased at:
Right Stuf: <http://www.rightstuf.com/>

Product number and UPC bar code

Title	Street Date	SKU #	UPC	SRP	Store price
Madoka Magica Limited Edition Combo Vol. 1	February 14, 2012	AOA-1201L	850527003059	\$94.98	\$74.98
Madoka Magica Limited Edition Combo Vol. 2	April 10, 2012	AOA-1202L	850527003134	\$94.98	\$74.98
Madoka Magica Limited Edition Combo Vol. 3	June 12, 2012	AOA-1203L	850527003165	\$94.98	\$74.98

For detailed information, please visit:
www.MadokaMagicaUSA.com

About *Puella Magi Madoka Magica*

Originally airing in Japan from April through June, 2011, *Puella Magi Madoka Magica* is an original story developed into TV series by Gen Urobuchi of Nitro+ (*Togainu no chi*), directed by Akiyuki Shinbo (*Goodbye Zetsubo Sensei*, *Bakemonogatari*, *Arakawa under the Bridge*) and produced by Aniplex's Atsuhiro Iwakami (*the Garden of Sinners*, *Bakemonogatari*, *Oreimo*, and recently project *Fate/Zero*). *Puella Magi Madoka Magica* follows the story of a 14 year old girl named Madoka Kaname. Madoka is offered the opportunity of gaining magical powers if she agrees to make a contract with a strange little being named Kyubey. Kyubey will also grant Madoka one wish, but in exchange she shall risk her life by accepting the responsibilities of fighting witches. Little does Madoka know what the real risks of making a contract has in-store for her.

www.MadokaMagicaUSA.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 *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.youtube.com/aniplexUS

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.

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