

## Madoka Magica casts a spell on TinierMe!

Fans of the soon-to-be-released-in-America Madoka Magica series can get into character early at TinierMe!



SAN FRANCISCO, CA - October 18th TinierMe, the virtual world and gaming site that focuses on Japanese animation, released a Puella Magi Madoka Magica collaboration campaign and avatar item set licensed from Aniplex America on October 11<sup>th</sup>, 2011. This collaboration will give international Madoka Magica fans an opportunity to “become” their favorite characters by purchasing authentic avatar items at [www.TinierMe.com](http://www.TinierMe.com). The collaboration also includes an event that will award free virtual Madoka Magica posters to participants. TinierMe, known for bringing authentic Japanese pop culture experiences to the world through collaborations made possible by TinierMe’s close ties to Japan, is adding Madoka Magica to a growing lineup that includes, Hatsune Miku, Durarara, and Black Butler.

“One of our goals is to promote anime around the world,” said Masaru Ohnogi, CEO of TinierMe. “The release of Puella Magi Madoka Magica virtual items at TinierMe, even before the release of the English version of the anime series, will build both the world-wide Madoka Magica fan base and TinierMe’s reputation in the international anime community.”

### ABOUT MADOKA MAGICA

Originally airing in Japan in the beginning of 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, Bake Monogatari Oreimo, and recent 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. With the popularity of the series growing worldwide, Aniplex of America has recently announced plans of releasing the series to the US audience.

<http://madokamagicausa.com/>

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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, Oreimo and Puella Magi Madoka Magica.  
[www.AniplexUSA.com](http://www.AniplexUSA.com) About Aniplex of America Inc.

## **ABOUT TinierME**

TinierMe is a fun virtual world based on Japanese anime and culture. TinierMe lets you build a tinier version of yourself so you can chat, play and create online. TinierMe includes: Selfy Town, a virtual world; Selfy Shop, where you can get outfits, hairstyles, and more to build the perfect avatar; Tinier Games, a place to play card games and interactive challenges with other users; and updates, with exciting new content released twice a week. TinierMe lets you experience anime culture easily and escape from the doldrums of the real world through your imagination and creativity. GCREST America, Inc. is the company behind TinierMe, and is a fully owned subsidiary of GCREST, Inc. in Japan. To create your own Selfy and join the fun, come to <http://www.tinierme.com>.