



FOR IMMEDIATE RELEASE

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Aniplex of America Acquires New Winter Season Title:
“Saekano: How to Raise a Boring Girlfriend”

Saekano

How to Raise a Boring Girlfriend.



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From the Director of ORESHURA and the studio A-1 Pictures Comes a New Romantic Comedy with an Unexpected Heroine!

SANTA MONICA, CA (December 17, 2014) – Aniplex of America, Inc. just announced that they have acquired “*Saekano: How to Raise a Boring Girlfriend*,” for this upcoming winter season. Originally a popular light novel series written by author Fumiaki Maruto, the anime adaptation of “*Saekano: How to Raise a Boring Girlfriend*” will be directed by Kanta Kamei (*ORESHURA, Nanana’s Buried Treasure*) and produced by A-1 Pictures (*Sword Art Online II*,

Blue Exorcist, OREIMO 2). Aniplex of America has also confirmed that this series will begin its simulcast schedule on January 8, 2015 and will be available for fans to stream on the Aniplex Channel (www.AniplexChannel.com), Crunchyroll (www.crunchyroll.com), and Hulu (www.Hulu.com). The specific time the show will simulcast will be announced at a later date. The official U.S. homepage for “*Saekano: How to Raise a Boring Girlfriend*” has also launched today and fans can get detailed information regarding this series before the series premiere at: www.SAEKANO.com



The story of “*Saekano: How to Raise a Boring Girlfriend*” revolves around Tomoya Aki, an otaku high school student who was working part-time to raise enough funds for an anime Blu-ray. One day, he is captivated by a girl he encounters while walking down a hill adorned with beautiful cherry blossom petals. Unable to take his mind off of this girl, Tomoya decides that he will develop his original dating simulation game with this girl as the model for the heroine! To Tomoya’s surprise, the girl of his dreams turns out to be none other than his classmate, Megumi Kato, a girl that can only be described as “extremely normal.” Can a game heroine modeled after a girl like Megumi be desirable for the game players? Tomoya ventures to recruit a group of eccentric girls around him to make this project a success. But, he will soon realize that things are usually easier said than done—with so many hurdles along the way, and incompatible team members will the game even see the light of day?! “*Saekano: How to Raise a Boring Girlfriend*” is a unique romantic comedy series that will introduce a new type of anime heroine.

The series will feature an all-star cast with many fan-favorite voice actors including Yoshitsugu Matsuoka (*Sword Art Online, Magi: The Kingdom of Magic*), Ai Kayano (*ORESHURA, Anohana: The Movie*), Chinatsu Akasaki (*ORESHURA*), Saori Onishi (*The irregular at magic high school*) and Testuya Kakiyama (*GURREN LAGANN, Blue Exorcist*).

About Saekano: How to Raise a Boring Girlfriend

One day, an otaku high school student Tomoya Aki has a fateful encounter with a girl amidst the beautiful cherry blossom trees. This meeting inspires Tomoya to design his very own “gal-game” (dating-simulation video game) featuring a heroine modeled after the girl he saw. In order to make his desire a reality, Tomoya must persuade a few eccentric “creators” such as the ace member of the art club, Eriri Spencer Sawamura and the school’s top student, Utaha Kasumigaoka to join his development team. Meanwhile, Tomoya is shocked to learn that the girl he idolized as his muse for this whole project was none other than his boring classmate, Megumi Kato!

But, this doesn't dissuade Tomoya. He is determined to give Megumi a total make-over within his game and raise her to be the absolute girlfriend that every man desires...!

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

STAFF

Original Story: Fumiaki Maruto (KADOKAWA Fantasia Bunko Fujimi Shobo BC)

Original Character Design: Kurehito Misaki

Director: Kanta Kamei

Series Composition/ Script: Fumiaki Maruto

Character Design/Chief Animation Director: Tomoaki Takase

Art Director: Natsuki Kusakabe

Art Settings: Eiko Tsunado

Color Design: Kanako Hokari

Director of Photography: Yuichiro Tozawa

Editing: Akari Saito

Sound Director: Akiko Fujita

Music: Hajime Hyakkoku (F.M.F)

Production: A-1 Pictures

CAST

Tomoya Aki: Yoshitsugu Matsuoka

Eri Spencer Sawamura: Saori Onishi

Utaha Kasumigaoka: Ai Kayano

Megumi Kato: Kiyono Yasuno

Michiru Hyodo: Sayuri Yahagi

Izumi Hashima: Chinatsu Akasaki

Iori Hashima: Tetsuya Kakihara

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 a leading provider of anime content and music production and distribution in Japan. Aniplex of America has launched fan-favorite Blu-ray and DVD releases such as *Sword Art Online*, *KILL la KILL*, *Bakemonogatari*, *Durarara!!*, *Fate/zero*, *Puella Magi Madoka Magica*, *the Garden of sinners*, *Blue Exorcist*, *Anohana: The Movie*, *Silver Spoon*, *NISEKOI*, *OREIMO 2*, *Blast of Tempest*, *Magi: The Labyrinth of Magic*, *Oreshura*, *Vividred Operation*, and *VALVRAVE: The Liberator*. The company's ever-growing line-up of shows includes our most recent titles *Sword Art Online II*, *ALDNOAH.ZERO*, *Persona4 the Golden ANIMATION*, *MEKAKUCITY ACTORS*, *The irregular at magic high school*, *Mushi-Shi Next Passage*, *Nanana's Buried Treasure*, *Your lie in April*, *World Conquest Zvezda Plot*, *Magi: The Kingdom of Magic*, *Fate/stay night: Unlimited Blade Works* and *Samurai Flamenco*.

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