



FOR IMMEDIATE RELEASE

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Aniplex of America launches popular anime franchise series thru PlayStation®Network via the PlayStation®Store



Durarara!! © Ryohgo Narita / ASCII MEDIA WORKS / Ikebukuro Dollars / MBS
R.O.D -THE TV- ©2001, 2002 STUDIO ORPHEE / Aniplex ©STUDIO ORPHEE / Aniplex
Gurren Lagann the Movie © GAINAX, KAZUKI NAKASHIMA/GURREN LAGANN-MOVIE COMMITTEE

SANTA MONICA, CA (March, 29, 2011) – Aniplex of America Inc. announced today that five of the company’s popular and high-profile anime properties – *Durarara!!* and *Gurren Lagann the Movies 1 & 2* – are now available and *R.O.D -THE TV-*, *Ghost Slayers Ayashi*, and *Toward the Terra* will be available soon from the PlayStation®Network via the PlayStation®Store for downloading onto PlayStation®3 (PS3™) and PSP® (PlayStation®Portable) systems in both the United States and Canada.

“Aniplex is very pleased and thrilled to offer these titles on the PlayStation Network,” says Henry Goto, president of Aniplex of America. “With the ease-of-use, instant accessibility, and unparalleled reputation of PlayStation’s digital media platform, we can reach and tap into a wider audience base that’s ready to discover and enjoy our best titles. In addition, this provides a great and exciting opportunity to collaborate with our sister company.”

To date, delivery schedule is as follows:

Available now:

Durarara!!: Episodes 1-9, English dubbed

Gurren Lagann the Movie 1 & 2: English subtitled

Coming soon:

R.O.D –THE TV-: Episodes 1-10, English dubbed

Ghost Slayers Ayashi: Episodes 1-8, English dubbed

Toward the Terra: Episodes 1-8, English subtitled

TV episodes can be purchased at \$1.99 per episode. Movies can be purchased at \$9.99 per movie or rented for \$2.99 each.

(Note: Usage rules of the PlayStation Network's PlayStation Store allows content for purchase to be shared on multiple activated devices including PS3™ and PSP® systems per PlayStation Network account, depending on the type of content purchased by the user.)

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 Inc. has introduced a variety of properties including such hits as “Gurren Lagann,” “Fullmetal Alchemist,” “Kuroshitsuji (Black Butler),” “Rurouni Kenshin,” “R.O.D -THE TV-,” and “Blood+,” all of which are licensed and distributed worldwide. In addition to licensing business, the company launched its direct video release business, starting with Gurren Lagann the Movie –Childhood's End- and –The Lights in the Sky Are Stars- in summer 2010. The company continues to release selected titles in North America including R.O.D –THE COMPLETE- Blu-ray Box, the Garden of sinners Blu-ray Disc Box (now sold out), Baccano! Blu-ray Disc Box and Durarara!! DVDs.

Official Websites:

www.AniplexUSA.com

www.youtube.com/aniplexUS

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