



FOR IMMEDIATE RELEASE

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Aniplex to Release *Rurouni Kenshin* OVAs and Movie on Blu-ray Simultaneously with Japan



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SANTA MONICA, CA (May 28, 2011) – Celebrating the 15th anniversary of the hit series-turned-international anime franchise *Rurouni Kenshin*, Aniplex of America Inc. announced today that it will be releasing the Blu-ray disc versions of the OVA (Original Video Animation) series and movie in North America, through RightStuf.com and Bandai Entertainment’s The Store on the same day as Japan. A total of three BD releases is scheduled to launch on the following dates:

Rurouni Kenshin: Trust & Betrayal – August 24

Rurouni Kenshin: Reflection – September 21

Rurouni Kenshin The Movie – October 26

Aniplex of America will import the Japanese editions of the Blu-ray discs, with each release sporting exclusive packaging that features new illustration artwork by *Rurouni Kenshin* OVA animation director/ animator Atsuko Nakajima (*Trinity Blood*, *Ranma ½*, *You’re Under Arrest!*), along with the inclusion of an English translated booklet. Each Blu-ray release (digitally remastered and includes both the English and Japanese audio with English subtitles), will be distributed in limited quantities and sold through while supplies last.

With the 15th Anniversary already underway, Aniplex also plans to develop a new *Rurouni Kenshin* project, with additional details to follow as soon as they become available.

“Those of you who follow and love the story of Kenshin will most likely enjoy this movie immensely, and you will definitely be moved by its tissue invoking emotion”

– David Blair / DvdTalk.com

“The artwork for the series is amazing” – AnimeNewsNetwork.com

“No matter what kind of anime you watch, you will benefit from watching this series.”– AnimeNewsNetwork.com

“...there’s enough action to satisfy even the most testosterone-laden anime fan. This is seriously good stuff” – Kevin Pezzano / RevolutionSF.com.

Rurouni Kenshin Blu-ray Disc features:

<BD Features>

- Video: 1080 Hi-def
*Original masters have been digitally re-mastered for Blu-ray release.
- Audio: Japanese (Linear PCM Stereo) & English dialogue (Dolby Digital 2.0)
- Subtitles: Japanese and English
- “Trust & Betrayal” (Tsuikou-hen) includes all original 4 OVA episodes (125 min.)
- “Reflection” (Seiso-hen) includes the original 2 OVA episodes (90 min.)
- The Movie (100 min.)

<Special Packaging>

- Exclusive new box and Digipak artwork illustrated by ATSUKO NAKAJIMA, the Character Designer
- Includes a deluxe booklet with a separate English translated booklet

Rurouni Kenshin Blu-ray products can be pre-ordered and purchased at:

Right Stuf: <http://www.rightstuf.com/>

The Store: Store.Bandai-Ent.com/

*Pre-order starts June 1st.

Product number and UPC bar code

Title	Street Date	SKU #	UPC	SRP	Store price
Rurouni Kenshin OVA Trust & Betrayal	August 24, 2011	ANSX-3935	4534530047526	\$81.98	\$64.98
Rurouni Kenshin OVA Reflection	Sept 21, 2011	ANSX-3936	4534530047601	\$69.98	\$54.98
Rurouni Kenshin The Movie	Oct 26, 2011	ANSX-3937	4534530047618	\$69.98	\$54.98

For detailed information, please visit:

www.AniplexUSA.com/RurouniKenshin

About *Rurouni Kenshin*

Based on the self-titled, best-selling manga by author Nobuhiro Watsuki (originally published in Weekly Shonen Jump by Shueisha), the overwhelming popularity of the “wandering samurai” story immediately led to the production and broadcast of the epic ***Rurouni Kenshin*** anime series that originally aired from 1996-1998 in Japan. The story follows Kenshin Himura, a highly skilled swordsman and his journey across feudal Japan during the Meiji era, as he seeks forgiveness from his past of death and destruction. The chronicles of the legendary assassin searching for redemption has been recognized worldwide as one of the greatest and most beloved anime titles of all time. The hit anime would later be released to North America under the name “Samurai X” in 2003. As the wildfire popularity of ***Rurouni Kenshin*** increased, a series of OVAs would be released as a prequel and sequel to the original series. The two OVAs entitled “Trust & Betrayal” and “Reflection” will get the releases they deserve as they will be digitally re-mastered to high definition Blu-ray format.

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 its licensing business, the company's direct video release business focuses on delivering coveted titles to North America, including fan-favorite releases such as *Gurren Lagann the Movie -Childhood's End-* and *-The Lights in the Sky Are Stars-*, *Durarara!!*, *R.O.D -THE COMPLETE- Blu-ray Box*, *the Garden of sinners Blu-ray Disc Box* (now sold out) and *Baccano! Blu-ray Disc Box*. The company's growing line-up of highly-produced shows is distributed across various digital platforms, available as downloadable and/or streaming video content (such as its latest title, “Blue Exorcist”), including cable television broadcast.

Official Websites:

www.AniplexUSA.com/RurouniKenshin

www.youtube.com/AniplexUS

About Bandai Entertainment Inc.

Bandai Entertainment Inc. is a subsidiary of Namco Bandai Holdings (USA) Inc. and the premier distributor of Japanese animation on DVD and programming for television broadcast *in North America*. Titles include *Gundam 00*, *Code Geass: Lelouch of Rebellion*, *Lucky Star*, *Gurren Lagann*, *The Melancholy of Haruhi Suzumiya*, *Cowboy Bebop*, *Outlaw Star*, *Escaflowne*, *Ghost in the Shell: Stand Alone Complex*, *My Otome*, and many more.
www.Bandai-Ent.com

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. For more information, visit www.RightStuf.com.

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