

March 20, 2012

Nico Nico, Inc. / Aniplex of America Inc.

**Niconico and Aniplex of America presents the return of
"Puella Magi Madoka Magica English Screening Premiere"
A FREE simultaneous streaming live event**

Santa Monica, CA (March 20, 2012) – Following the successful screening of the first episode of Madoka Magica, Aniplex has heard the requests and is ready to give the fans what they want. Aniplex of America has announced today that they will host an Exclusive Screening of episode 5 of the hit anime series "Puella Magi Madoka Magica" in English. Just like the first screening, this screening event will be shown in the US, Canada, UK, Australia, New Zealand and Japan simultaneously for free. This one day event will be on the Niconico Live-Streaming channel on April 6th, Friday at 20:30 PST (April 7th Saturday at 12:30pm Japan local time).

This will be a real treat for fans as they will get to hear their favorite Madoka Magica characters in English once more. Japanese Fans will be happy to know that the show will be subtitled in Japanese. In addition, before the episode there will be a special greeting from the English Voice of Madoka and Homura just for the fans.

"I'm very thrilled to watch episode 5 of Madoka Magica together with all the Madoka fans in six different countries. I appreciate Niconico Live and its ability to let fans share their love for this anime all across the country," says Hideki Goto, the president of Animation Business of Aniplex of America.

Volume 2 of "Puella Magi Madoka Magica" will be available on April 10th in North America. The third volume of the series is available for pre-order at Rightstuf.com.

■ Detail of the Live-Streaming

PROGRAM TITLE :

Puella Magi Madoka Magica English Screening Premiere

DATE :

Friday, April 6, 20:30pm US Pacific Standard Time

Saturday, April 7, 12:30 Japan local time

Saturday, April 7, 3:30 UK local time

Saturday, April 7, 14:30 Australian Eastern Daylight Time

(* Total length 30 min: minute program with special greeting)

URL :

<http://live.niconico.com/watch/lv85885951>

- Niconico.com: Niconico Live
<http://live.niconico.com/>
- Aniplex of America HP
<http://www.aniplexusa.com>
- Puella Magi Madoka Magica US Website
<http://www.MadokaMagicaUSA.com>
- Detail about Australian Release
<http://www.madman.com.au>



Puella Magi Madoka Magica

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■ **Story of Puella Magi Madoka Magica**

She has a loving family and best friends, laughs and cries from time to time...

Madoka Kaname, an eighth grader at Mitakihara middle school, lives such a life.

One day, she has a very magical encounter.

She doesn't know if it's by chance or by fate yet, but this meeting will change her destiny.

This is the beginning of a new story of magical girls...

What is niconico?

Niconico is one of the largest video-sharing websites with roughly 23 million registered members and 1.4 million paid members in Japan. In this site, users are allowed to share their feelings by writing comments onto uploaded videos being played.

As for its live streaming service, users can communicate with not only other users, but also performers or audiences appearing on live videos by writing comments in real time. 【Japanese】 <http://www.nicovideo.jp/> 【English】 <http://www.niconico.com/>

About niwango Inc.

(Headquarters: Shibuya-ku, Tokyo, Japan. Representative Director & President: Seiji Sugimoto)

Niwango Inc. offers network entertainment services featuring epoch-making asynchronous communication including "Nico Nico Douga", Japan's biggest video community service as well as "niwango", a search engine service making use of user-friendly mail system. Official homepage: <http://niwango.jp/>

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, and *Puella Magi Madoka Magica..* Official homepage: <http://www.AniplexUSA.com>
