



FOR IMMEDIATE RELEASE

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**Aniplex to Release the Hit Anime Series *Sword Art Online*
in a Limited Edition Blu-ray and DVD Sets**



Cover Art Subject to Change
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SANTA MONICA, CA (May 24, 2013) –Recently at their panel at Anime Boston, Aniplex of America Inc. announced their release plans for the hit anime series *Sword Art Online* in North America: 4 volumes per format, Limited Edition Blu-ray Box Set and Standard Edition DVD. Release dates are as follows:

- Volume 1** – Aincrad Part 1 - August 13th
- Volume 2** – Aincrad Part 2 - September 17th
- Volume 3** – Fairy Dance Part 1 - October 15th
- Volume 4** – Fairy Dance Part 2 - November 19th

All SKUs will be available for pre-order and purchase through rightstuf.com and Aniplex's official retailers (Aniplexusa.com/retailers) from May 28th. Each of the Limited Edition Blu-ray Box Sets will come with tons of bonus materials including Original Soundtrack CD (Vol.1 & 3) or Bonus DVD of English cast interviews (Vol.2 & 4), a deluxe 16 page booklet, illustration pin-ups as well as exclusive collectible card from Bushiroad. In addition, bonus contents on each Blu-ray discs will include audio commentary by creators and Japanese cast, Special Animation "Sword Art OFFline", and more. The Box Set will

also feature an exclusive rigid box illustrated by abec (Original Character Design), and clear BD Cases with double-sided Japanese cover design. Both Blu-ray and DVD will have Japanese and English dialog, English subtitles as well as Spanish subtitles.

Limited Edition Box Sets will be available while supplies last.

Sword Art Online Limited Edition Blu-ray Box Set I features:

- Video: 16:9 widescreen
- Audio: Japanese & English dialogue
- Subtitles: English and Spanish (*OP/ED themes and Bonus features have English subtitles only)
- Episodes 1-7 (175 min.)
- Trailer
- 1st Season Textless Opening

<Exclusive Bonus Materials and Special Packaging>

- Original Soundtrack CD 1
- Deluxe 16-page booklet
- Illustration Pin-ups
- Exclusive Collectible Card
- Rigid Box illustrated by abec (Original Character Design)
- Clear BD cases with double-sided wraps of Japanese Cover Designs

Sword Art Online Standard Edition DVD Vol.1 features:

- Video: 16:9 widescreen
- Audio: Japanese & English dialogue
- Subtitles: English and Spanish (*OP/ED themes and Bonus features have English subtitles only)
- Episodes 1-7 (175 min.)
- Trailer
- 1st Season Textless Opening

<Exclusive Bonus Materials and Special Packaging>

- Mini pin-up poster
- O-sleeve case
- Clear DVD case with double-sided wrap of Japanese Cover Designs

All ***Sword Art Online*** Releases can be pre-ordered and purchased at:

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

Official Retailers: <http://AniplexUSA.com/retailers>

Product number and UPC bar code

Title	Street Date	SKU #	UPC	SRP	Store price
Sword Art Online Limited Edition Blu-ray Box Set 1	August 13	AOA-2901B	850527003325	\$112.98	\$89.98
Sword Art Online Limited Edition Blu-ray Box Set 2	September 17	AOA-2902B	850527003349	\$112.98	\$89.98
Sword Art Online Limited Edition Blu-ray Box Set 3	October 15	AOA-2903B	850527003363	\$112.98	\$89.98
Sword Art Online Limited Edition Blu-ray Box Set 4	November 11	AOA-2904B	850527003387	\$112.98	\$89.98

Title	Street Date	SKU #	UPC	SRP	Store price
Sword Art Online DVD Vol.1	August 13	AOA-2901D	850527003332	\$49.98	\$39.98
Sword Art Online DVD Vol.2	September 17	AOA-2902D	850527003356	\$49.98	\$39.98
Sword Art Online DVD Vol.3	October 15	AOA-2903D	850527003370	\$49.98	\$39.98
Sword Art Online DVD Vol.4	November 11	AOA-2904D	850527003387	\$49.98	\$39.98

About Sword Art Online

***"This is a game, but it isn't something you play."
-Sword Art Online Programmer Akihiko Kayaba***

Sword Art Online is an anime adaptation of one of the most popular light-novel series (Dengeki Bunko / ASCII MEDIA WORKS) written by author Reki Kawahara. The story is set in a not-so-distant future where people are able to play video games more realistically with the emergence of the NerveGear, a virtual reality generating device, which the players wear to stimulate their senses to control their avatars in the world of the game. Kirito is an experienced player who was excited for the release of the new Virtual Reality Massive Multiplayer Online Role-Playing Game (VRMMORPG), Sword Art Online, a.k.a. SAO. But, when Kirito and all the other players logged on to SAO for the first time, they quickly realized that something was not right. The creator of the game, Akihiko Kayaba, reveals to them that they will not be able to leave the game world unless they defeat the final boss atop a tower that is 100 floors high! To make things worse, Kayaba informs them that if a player dies in the game, he or she will also die in the real world. Now Kirito must fight along with players to defeat the boss and free everyone from Kayaba's dreadful ploy. Kirito and his friends will soon learn that Sword Art Online is more than just a game.

SwordArt-OnlineUSA.com

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 of America has launched fan-favorite DVD and Blu-Ray releases such as *Bakemonogatari*, *Durarara!!*, *Puella Magi Madoka Magica*, *the Garden of Sinners* and *Blue Exorcist*. The company's ever-growing line-up of shows includes our most recent titles, *Sword Art Online*, *Magi*, *Blast of Tempest*, *Oreshura* and *Vividred Operation*.

AniplexUSA.com

[Youtube.com/AniplexUS](https://www.youtube.com/AniplexUS)

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.

www.RightStuf.com

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