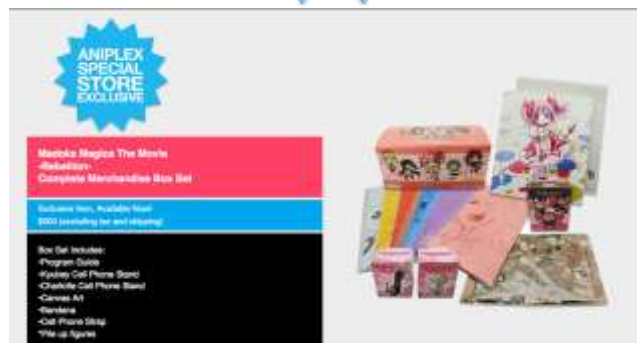




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The Aniplex Special Store is the New Store Where Fans Can Access Exclusive and Limited Edition Merchandise



SANTA MONICA, CA (December 16, 2013) – Anime fans will be delighted to hear that Aniplex of America has recently launched an exclusive online shop called the Aniplex Special Store (AniplexUSA.com/specialstore). The Aniplex Special Store gives fans the chance to own items normally unavailable to them including exclusive and rare items from their favorite Aniplex titles. Each item will only be available in limited quantities and while supplies last. This is an excellent opportunity for fans to pick up limited edition merchandise from Japan at the convenience of their home.

The Aniplex Special Store is now live and features several items on sale and coming soon. Fans can access the Aniplex Special Store at the following URL: AniplexUSA.com/specialstore

The Aniplex Special Store's current featured product is the Puella Magi Madoka Magica -Rebellion- Complete Merchandise Box Set. All of the items included in this set were originally sold separately at the US Premiere Event and at the select Los Angeles show times of the movie. This gives Madoka Magica fans the opportunity to own all the merchandise from -Rebellion- in a complete box set. Items in the complete box set include the -Rebellion- Movie Guide, Canvas Art, a complete set of Madoka Magica -Rebellion- Bandanas and more.

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 *Bakemonogatari*, *Durarara!!*, *Fate/Zero*, *Puella Magi Madoka Magica*, *the Garden of Sinners*, *Sword Art Online*, *Blue Exorcist*, and *Blast of Tempest*. The company's ever-growing line-up of shows includes our most recent titles *Kill la Kill*, *Monogatari Series Second Season*, *Day Break Illusion*, *SERVANT x SERVICE*, *Silver Spoon*, *Magi: The Kingdom of Magic*, *Oreshura*, *Oreimo 2*, *VALVRAVE the Liberator*, *Vividred Operation*, and *Samurai Flamenco*.

www.AniplexUSA.com

www.Youtube.com/AniplexUS

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