



FOR IMMEDIATE RELEASE

October 7th, 2010

**Aniplex books *R.O.D -THE COMPLETE-* Blu-ray BOX
for distribution this winter through Bandai and Right Stuf**



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SANTA MONICA, CA (October 7, 2010) – Aniplex of America Inc. announced today that ***R.O.D READ OR DIE -THE COMPLETE-* Blu-ray BOX**—recently licensed for distribution in North America—will be released January 18th, 2011 through Bandai Entertainment, Inc.’s “The Store” online retail shop and RightStuf.com. In addition, both companies have signed on to distribute Aniplex’s *Durarara!!* DVDs.

Previously released on standard DVD format in North America, both ***R.O.D -READ OR DIE-*** OVA series and ***R.O.D -THE TV-*** have garnered critical acclaim and a groundswell of support from many anime enthusiasts over the years. Now, with the gradual consumer shift over to high definition Blu-ray players and matching video software, ***R.O.D -THE COMPLETE-* Blu-ray BOX** becomes Aniplex’s first official BD release in North America.

“...perfect anime fun.” – AintItCool.com

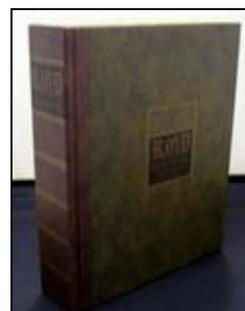
“A well put together show that grows better with each episode.” – DVDTalk.com

“...R.O.D the TV does not disappoint. This is an action series with intelligence and wit...” – DVDVerdict.com

“Mania Grade: A+ R.O.D is a series that has great replay value once it’s finished since it makes you go back to the OVA release and then soak it all in again to see all the little bits that you missed the first time around.” – Chris Beveridge / Mania.com

R.O.D -THE COMPLETE- Blu-ray Box includes:

- ALL 29 episodes on 5 discs: 3 episodes of R.O.D –Read or Die- OVA series and 26 episodes of R.O.D -THE TV- series
- Both Japanese and English audio and English subtitles
- OVA and TV trailers
- Deluxe and elaborate packaging and cover artwork identical to Japan’s Blu-ray box set release
- A 48-page booklet (English translated) that was originally part of the Japanese Blu-ray Box
- SRP will be \$199.98



(Please note: Images shown are from the Japanese Blu-ray box set)

R.O.D –THE COMPLETE- Blu-ray Box can be pre-ordered at:

The Store: Store.Bandai-Ent.com/ROD

Right Stuf: www.RightStuf.com/i/aoa0301

Product number and UPC bar code

Street Date	SKU #	UPC
January 18, 2011	AOA-0301	850527-003035

For detailed information on the **R.O.D –THE COMPLETE- Blu-ray BOX** and to view the official trailer, visit: www.AniplexUSA.com/ROD

About R.O.D

With an unforgettable catchy acronymic title, hard-hitting standout action sequences, and eye-gluing fluid animation all bound together with an imaginative storyline and a noteworthy music score that evokes the coolness of spy movies, the three-part **R.O.D**

READ OR DIE OVA (original video animation) series burst onto the anime scene in 2001 with an immediate impact, becoming an instant fan-favorite title.

Its successor, **R.O.D -THE TV-**, smoothly carried over the established hallmarks of unconventional, super-powered espionage that its loyal fanbase had come to expect—but not necessarily predict—with a vividly fresh and dynamic 26-episode television series that fleshed out and expanded on new and recurring main characters. While Yomiko Readman was the iconic protagonist in **READ OR DIE**, three new paper-manipulating characters—Michelle, Maggie and Anita—were added into the mix and thrust onto a world-shaking adventure inundated with captivating plot twists, shadowy revelations, explosive cliffhangers, and political subterfuge. Skillfully juxtaposed alongside the incredible action are other moments throughout the series that are at times more subdued, dramatic, quite moving, and cleverly humorous.

Originally created as a series of light novels and manga volumes, **R.O.D READ OR DIE** was brought to animated life by the triumvirate of Creator/Screenwriter Hideyuki Kurata, Director Koji Masunari and Animation Character Designer Masashi Ishihama. The trio has since worked together on the anime series **Kamichu!** (with **R.O.D** Original Character Designer Taraku Uon) and the recent full-length animated movie **Welcome to THE SPACE SHOW** (with **R.O.D -THE TV-** producer and “Besame Mucho” collaborator Tomonori Ochikoshi), however, their seminal **R.O.D** creation remains their most beloved and best-known work among diehard fans all over the world.

Story of R.O.D -READ OR DIE- OVA

A sinister plot is afoot and only one substitute school teacher—a special agent with an obsession for rare books—can possibly stop it. She is unassuming, nearsighted bibliomaniac, Ms. Yomiko Readman, however her real identity is that of a covert operative, better known to her colleagues in the British Library Special Operations Division as “Agent Paper.”

Someone is bent upon procuring a lost Beethoven manuscript and has enlisted a few of history’s most extraordinary personalities, cloned from stolen DNA, to aid in the endeavor. Readman, who possesses the special ability of freely manipulating paper into tools or weapons, joins her fellow operatives—the enigmatic Ms. Deep and soldier extraordinaire Drake Anderson—against the formidable IJIN opposition, featuring the likes of Tokugawa-era scientist Gennai Hiraga, aviation pioneer Otto Lilienthal and 19th century entomologist Jean-Henri Fabre in a desperate race to find the books that could plunge the world into a catastrophic symphony of death!

STAFF

Original Story & Screenplay: Hideyuki Kurata

Director: Koji Masunari

Planning: Ryuzo Shirakawa

Original Character Concept: Hideyuki Kurata

Character Design: Taraku Uon
Music: Taku Iwasaki
Animation Production: Studio Deen
Produced by Aniplex

Story of *R.O.D -THE TV-*

Five years have passed since the occurrence of the incident known as the “Human Annihilation Mission”...

In Japan, a novelist is dealing with writer’s block after her friend goes missing. In Hong Kong, three sisters who are masters in the use of paper, run their own detective agency to solve cases that involve books. When these people are brought together, a bond greater than blood is formed; a bond that will be sorely tested by the evil powers intent on taking over the world. Join Anita, Maggie, Michelle, and Nenene as they travel the globe in order to save the world from the evil mastermind, Mr. Carpenter. Of course, this is if they can find the time to put down the books they are reading...

STAFF

Director: Koji Masunari
Original Story & Screenplay: Hideyuki Kurata
Planning: Ryuzo Shirakawa
Original Character Concept: Taraku Uon
Character Design / Animation Director: Masashi Ishihama
Music: Taku Iwasaki
Animation Production: J.C. STAFF
Produced by Aniplex

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 plans to release selected titles in North America including R.O.D –THE COMPLETE- Blu-ray Box and Durarara!! DVDs.

Official Websites:

www.AniplexUSA.com/ROD

www.DurararaUSA.com

www.GurrenLaganntheMovieUSA.com

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 Inc.

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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