



FOR IMMEDIATE RELEASE

May 24, 2013

**Aniplex of America set to Release Blue Exorcist
in a Limited Edition Blu-Ray and DVD**



*Cover Art Subject to Change

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SANTA MONICA, CA (May 24, 2013) – This Summer, *Blue Exorcist* fans are in for a real treat. Recently at their panel at Anime Boston, Aniplex of America Inc. announced their Limited Edition Blu-ray Box Set and Standard Edition DVD release plans for the anime series *Blue Exorcist*. They will feature both Japanese and English dialogue as well as bonus contents. They are scheduled for release at the following dates:

Volume 1 – July 9th

Volume 2 – September 10th

All SKUs will be available for pre-order and purchase through rightstuf.com and Aniplex's official retailers (Aniplexusa.com/retailers) from Tuesday, May 28th. Each Limited Edition Set is containing the show episodes on 3 Blu-ray discs along with an Original Soundtrack CD, an exclusive DVD featuring interviews with the English voice cast. In addition, inside a deluxe rigid box illustrated by Manga Author Kazue Kato, clear BD cases with

double-sided wraps of Japanese cover design, there will be a deluxe 36 page illustration booklet.

As bonus contents on both Blu-ray and DVD discs, there will be an unaired special episode “Kuro Runs Away from Home” as well as the comedic “Ura-Eku” short clips, “web version preview” videos, trailer collections and more!

The Limited Edition Blu-ray Box Sets will be distributed in limited quantities and sold through while supplies last.

Blue Exorcist Blu-ray Box Set I



*Bonus Materials Subject to Change

Blue Exorcist Blu-ray Box Set I features:

- Video: 16:9 widescreen
- Audio: Japanese & English dialogue
- Subtitles: English
- 5 Discs (3BD discs + 1 DVD + 1 CD)
- Vol. 1 will feature Episodes 1-12 & Special Bonus Episode (325 min.)
- Commercials and Trailers
- 1st Season Textless Opening and Ending

<Exclusive Bonus Materials and Special Packaging>

- Original Soundtrack CD1
- Bonus Episode “Kuro Runs Away From Home”
- Bonus DVD: English Cast Interview Part 1: Okumura Brothers & Cram School Gang
- 36 page Deluxe Illustration Booklet I
- Ura-Eku (Short Comedy Videos)
- Web Previews
- Rigid Box illustrated by Manga Author, Kazue Kato
- Clear BD Cases with 2-sided Japanese Cover Design

Blue Exorcist DVD Complete 1st Season features:

- Video: 16:9 widescreen
- Audio: Japanese & English dialogue
- Subtitles: English
- 3 DVD discs
- Vol. 1 will feature Episodes 1-12 & Special Bonus Episode (325 min.)
- Commercials and Trailers
- 1st Season Textless Opening and Ending

<Exclusive Bonus Materials and Special Packaging>

- Mini Pin-up Poster
- Web Previews
- O-Sleeve
- Clear 3-disc DVD Cases with 2-sided wrap

All **Blue Exorcist** 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
Blue Exorcist Blu-ray Box Set 1	July 9	AOA-1805B	850527003400	\$174.98	\$139.98
Blue Exorcist Blu-ray Box Set 2	September 10	AOA-1806B	850527003424	\$174.98	\$139.98
Blue Exorcist DVD Complete 1 st Season	July 9	AOA-1805D	850527003417	\$79.98	\$69.98
Blue Exorcist DVD Complete 2 nd season	September 10	AOA-1806D	850527003431	\$79.98	\$69.98

About Blue Exorcist

Based on the manga by Kazue Kato (published on Jump Square by Shueisha), Blue Exorcist successfully depicts a hero, Rin Okumura, an energetic, yet naïve young man who aims to become the ultimate exorcist. The manga has been made into television series by the hands of Japan's acclaimed staff including director Tensai Okamura (Wolf's Rain, Darker Than Black) and Animation Studio A-1 Pictures (Sword Art Online, Oreimo 2, Persona 4, Welcome to THE SPACE SHOW). Blue Exorcist was originally broadcasted in 2011 and was also adopted into a motion picture release.

www.BlueExorcist.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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