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Aniplex of America to Simulcast the Animated series *MAGI* on Hulu and Crunchyroll



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The highly anticipated anime series is set for its International Simulcast starting in October

SANTA MONICA, CA (October 3, 2012) –Aniplex of America has just announced the simulcast of one the most anticipated Anime series this year, **MAGI**. The TV series will premiere on Hulu.com, the Hulu Plus subscription service (www.hulu.com/magi) and Crunchyroll (www.crunchyroll.com/magi). The multi-stream simulcast premiere will be distributed in the US via Hulu and Crunchyroll, and will also be available for streaming in Canada and South Africa through Crunchyroll. The 1st episode (English subtitled) will premiere at 10:00am PST on Wednesday, October 10th, three days after its initial airing in Japan on Sunday.

Set in a mythical world of filled with magic and flying carpets, **MAGI** follows the story of a young boy named Aladdin as he travels to a mysterious continent that is home to a cryptic ruin known as the “Dungeon”, in which great treasure is said to lay hidden. Aladdin will go on a quest to clear the

“Dungeon” in order to claim the treasures within. As his quest brings new encounters and farewells, Aladdin will come to learn of his true destiny.

“We’re looking forward to utilize digital media distribution in showcasing **MAGI** to as many fans as possible. It’s exciting to be able to simulcast **MAGI** and enjoy this series nearly the same time as it airs in Japan ” says Hideki Goto, the president of Animation Business of Aniplex of America. “**MAGI** is a highly anticipated title for Aniplex and I hope many viewers will enjoy this fantasy adventure.”

About *Magi*

A young boy, Aladdin, travels to a mysterious continent that is home to a mysterious ruin known as the “Dungeon”, in which great treasure is said to lay hidden. During his travels, the young boy meets Alibaba, and together they attempt to clear the “Dungeon” in order to claim the treasures within. As their quest brings about new encounters and farewells, Aladdin will come to learn of his true destiny.

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 *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*.

www.magi-usa.com

www.Youtube.com/AniplexUS

About Crunchyroll

Crunchyroll is a leading global video network and developer of social media applications for Japanese anime and Asian media. Through applications like Crunchyroll for iPhone, iPad, Android, TV set-top boxes, affiliate websites and its own streaming website, Crunchyroll delivers officially-licensed content from leading Asian media producers directly to consumers.

<http://www.crunchyroll.com>

About Hulu

Hulu is an online video service that offers a selection of hit shows, clips, movies and more at Hulu.com, numerous destination sites online, and through our ad-supported subscription service, Hulu Plus. Our mission is to help people find and enjoy the world’s premium video content when, where and how they want it.

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