



FOR IMMEDIATE RELEASE

January 8th, 2013

Aniplex of America to Simulcast the Animated series *VIVIDRED OPERATION* on Hulu, Hulu Plus and Crunchyroll

**VIVIDRED
OPERATION**



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The Director of “Strike Witches” presents his highly anticipated new anime series of this season.

SANTA MONICA, CA (January 8, 2013) –Aniplex of America has just announced the simulcast of one of the most anticipated Anime series this year, **VIVIDRED OPERATION**. This brand new series is directed by Kazuhiro Takamura, the same director who also produced the popular anime series *Strike Witches*. **VIVIDRED OPERATION** is also being produced by A-1 Pictures, the same studio who produced the hit series *Sword Art Online*.

VIVIDRED OPERATION will premiere on Hulu.com, the Hulu Plus subscription service (www.hulu.com/vividred-operation) and Crunchyroll (www.crunchyroll.com/vividred). The multi-stream simulcast premiere will be distributed in the US via Hulu and Crunchyroll, and will also be

available for streaming in Canada, United Kingdom, Ireland and South Africa through Crunchyroll. The 1st episode (English subtitled) will premiere at 7:00am PST on Sunday, January 13th, three days after its initial airing in Japan on Sunday.

Set in a world where science has solved all questions, **VIVIDRED OPERATION** follows the story of a 14 year old girl named Akane Isshiki. The happy, carefree Akane Isshiki lived a poor, but well loved life together with her reliable little sister, Momo, who does all the housework, and her grandfather, Kenjirou, a genius inventor who only created useless devices. When the weather is clear, they can see the artificial island, Blue Island, across the sea. In the center of that island rises the revolutionary Manifestation Engine, a discovery that solved the world's energy problems.

It is a peaceful future, just like everyone dreamed of: one where everyone can smile and be happy. Suddenly, the world is visited by danger. Suddenly an unknown enemy called “the Alone” appears, targeting the Manifestation Engine. As none of their weapons worked and they fell into despair, a lone girl takes a stand wearing a red ‘Pallet Suit’ which wields a great, hidden power. Before long, allies gather around her to fight. And their friendship becomes the only hope for saving the world!”

“We’re looking forward to bring this thrilling new title from the same director as *Strike Witches*. We want to utilize digital media distribution in showcasing **VIVIDRED OPERATION** to as many fans as possible. It’s exciting to be able to simulcast **VIVIDRED OPERATION** 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.

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*, and *Blast of Tempest*.

www.AniplexUSA.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.

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