



FOR IMMEDIATE RELEASE

January 15, 2016

## Aniplex of America Announces *SAEKANO* Product Release Details

# Saekano

*How to Raise a Boring Girlfriend.*



\*Artworks subject to change

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### *The Romantic Comedy Featuring High School Game Developers* *Coming to Blu-ray This March*

SANTA MONICA, CA (January 15, 2016) –Aniplex of America announced today at their industry panel at OTAKON Vegas their release plans for the romantic comedy anime series, **SAEKANO** (Japanese title: *Saenai Heroine no Sodatekata* lit: *How to Raise a Boring Heroine*) starting this March. This 13 episode anime adaptation of the popular light novel series with the same title will be released on 2 Blu-ray sets. Volume 1 will be available starting on March 29<sup>th</sup> and Volume 2 on May 31<sup>st</sup>. Pre-orders

will begin next Monday (January 18<sup>th</sup>) on Aniplex of America's official **SAEKANO** website ([www.Saekano.com](http://www.Saekano.com)).

### **About SAEKANO:**

*SAEKANO* is the anime series based on the hit light novel of the same title by author Fumiaki Maruto. Lead cast includes Yoshitsugu Matsuoka (Kirito, *Sword Art Online*) as protagonist Tomoya Aki as well as Ai Kayano (Menma, *Anohana*) as Utaha Kasumigaoka.

### **Story**

One day, an otaku high school student Tomoya Aki has a fateful encounter with a girl amidst the beautiful cherry blossom trees. This meeting inspires Tomoya to design his very own “gal-ge” (dating-simulation PC game) featuring a heroine modeled after the girl he saw. In order to make his desire a reality, Tomoya must persuade a few eccentric “creators” such as the ace member of the art club and his childhood friend, Erii Spencer Sawamura and the school's top student, Utaha Kasumigaoka to join his development team. Meanwhile, Tomoya is shocked to learn that the girl he idolized as his muse for this whole project was none other than Megumi Kato, who is a super low-profile girl who he doesn't even notice that she is in the same class! But, this doesn't dissuade Tomoya. He is determined to make Megumi an ultimate gal-ge heroine!

### **Staff & Cast Credits**

<STAFF>

Original Story: Fumiaki Maruto (KADOKAWA Fantasia Bunko Fujimi Shobo BC)

Original Character Design: Kurehito Masaki

Director: Kanta Kamei

Series Composition/ Script: Fumiaki Maruto

Character Design/Chief Animation Director: Tomoaki Takase

Art Director: Natsuki Kusakabe

Art Settings: Eiko Tsunado

Color Design: Kanako Hokari

Director of Photography: Yuichiro Tozawa

Editing: Akari Saito

Sound Director: Akiko Fujita

Music: Hajime Hyakkoku (F.M.F)

Animation Production: A-1 Pictures

Opening Theme “Kimi iro signal” / Luna Haruna (SME Records)

Ending Theme “Colorful” / Miku Sawai (MASTERSIX FOUNDATION / Sony Music Labels)

<CAST>

Tomoya Aki: Yoshitsugu Matsuoka

Erii Spencer Sawamura: Saori Onishi

Utaha Kasumigaoka: Ai Kayano

Megumi Kato: Kiyono Yasuno

Michiru Hyodo: Sayuri Yahagi

Izumi Hashima: Chinatsu Akasaki

Iori Hashima: Tetsuya Kakihara

**SAEKANO Volume 1** features:



\*Artwork subject to change

<BD Features>

- Spoken Language: Japanese
- Subtitles: English
- Episodes: #0-#5 (6 episodes)
- Number of Discs: 2 Blu-ray Discs
- Total Run Time: Approx. 150 min.
- Rating: 13UP

<Bonus Contents>

- Textless Opening and Ending
- Promo Videos
- Web Previews

<Bonus Materials and Special Package>

- Illustration Postcards
- Package Illustrated by Kurehito Misaki (Original Character Design)
- Clear BD Cases with 2-sided Wraps

*\*Bonus contents subject to change.*

Product number and UPC bar code

Title	Street Date	SKU #	UPC	SRP	Store price
<i>SAEKANO Blu-ray Volume 1</i>	03/29/2016	AOA-7101	851822006714	\$74.98	\$59.98

**SAEKANO Blu-ray Volume 2 features:**



\*Artwork subject to change

<BD Features>

- Spoken Languages: Japanese
- Subtitles: English
- Episodes: #6-#12 (7 episodes)
- Number of Discs: 2 Blu-ray Discs
- Total Run Time: Approx. 175 min.
- Rating: 13UP

<Bonus Contents>

- Web Previews

<Bonus Materials and Special Package>

- Illustration Postcards
- Package Illustrated by Kurehito Misaki (Original Character Design)
- Clear BD Cases with 2-sided Wraps

*\*Bonus contents subject to change.*

Product number and UPC bar code

Title	Street Date	SKU #	UPC	SRP	Store price
SAEKANO Blu-ray volume 2	05/31/2016	AOA-7102	851822006721	\$89.98	\$69.98

Both SKUs will be available through official Aniplex of America retailers. For a list of our retailers, please visit: [www.AniplexUSA.com/retailers](http://www.AniplexUSA.com/retailers)

For more details on *SAEKANO*, please visit the official homepage: [www.Saekano.com](http://www.Saekano.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 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 including *Sword Art Online*, *KILL la KILL*, *Bakemonogatari*, *Fate/Zero*, *Puella Magi Madoka Magica*, *Blue Exorcist*, *NISEKOI*, *OREIMO 2*, *Magi: The Kingdom of Magic*, *Expelled From Paradise*, *The irregular at magic high school*, *ALDNOAH.ZERO*, *Fate/stay night [Unlimited Blade Works]* and *DURARARA!!*×2. The company's ever-growing line-up of shows includes our most recent titles *ERASED*, *Sword Art Online II*, *The Asterisk War*, *OWARIMONOGATARI*, *Your lie in April*, *Charlotte*, *Classroom Crisis*, *WAGNARIA!!*3 and *GOD EATER*.

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