



FOR IMMEDIATE RELEASE

February 1, 2018

Aniplex of America Announces
Sword Art Online The Movie –Ordinal Scale–
Now Available for Digital Release



SWORD ART ONLINE
THE MOVIE
— Ordinal Scale —

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***The movie that brought Sword Art Online fans together worldwide
now available for digital download!***

SANTA MONICA, CA (February 1, 2018) – Aniplex of America Inc. announced that the fan-favorite anime blockbuster *Sword Art Online The Movie -Ordinal Scale-* is now available for digital release, launching on iTunes, Vudu, and the Microsoft Store. The film, which takes place after the high-stakes events of *Sword Art Online*, will also be available on Amazon Video and Playstation Video at a later

date. Now fans unable to purchase the package release can experience the action, giving a budget-friendly, censored option just in time for the next season of *Sword Art Online*. Links to download the film can be found at: http://sao-movie.net/us/blu_ray_dvd/#digital_hd

Based on the franchise of best-selling light novels that inspired the TV anime, *Sword Art Online The Movie -Ordinal Scale-* captured anime fans across North America, with its nationwide theatrical release grossing over \$1.35 million on opening weekend. Fans lined up at sold-out theaters as Kirito and Asuna came to life in this new story by original author Reki Kawahara. *Sword Art Online The Movie -Ordinal Scale-* hit the silver screen in February of 2017, debuting at #1 in Japan and grossing more than ¥425 million. Now, almost one year later, fans can own the digital version of the film that IGN's Alex Osborn calls "a gift for longtime fans."

Further catering to longtime fans, *Sword Art Online The Movie -Ordinal Scale-* features the original voice cast from the TV series, with Yoshitsugu Matsuoka (*Sword Art Online, Eromanga Sensei*) as Kirito, Haruka Tomatsu (*PERSONA 5, Darling in the Franxx*) as Asuna, and Ayana Taketatsu (*Sword Art Online, The Asterisk War*) as Leafa, and introducing Sayaka Kanda as a new character Yuna. The movie also stars an English dub cast of heavy hitters, including Bryce Papenbrook (*Blue Exorcist, Sword Art Online*) as Kirito, Cherami Leigh (*Sword Art Online, ERASED*) as Asuna, and more. Famed studio A-1 Pictures (*Blue Exorcist, Sword Art Online, ERASED*) beautifully animated Reki Kawahara's vision to life with director Tomohiko Ito (*Sword Art Online, ERASED*), character designer Shingo Adachi (*Sword Art Online*), and composer Yuki Kajiura (*Fate/stay night [Heaven's Feel] THE MOVIE 1. Presage flower*).

Labeled as "a must-watch for all anime fans" by MANGA TOKYO, *Sword Art Online The Movie -Ordinal Scale-* pulls no punches, delivering an action-packed love letter to longtime fans of the franchise and new fans alike. In their review, Crunchyroll.com's Isaac Akers claims "as a film for fans, *Sword Art Online The Movie -Ordinal Scale-* succeeds because it reaches for and achieves a single peak of unadulterated fan joy." The uncensored version was released on Blu-ray and DVD in December of 2017, and now fans can own the censored digital release across a variety of platforms.

For more information, please visit the official website: sao-movie.net/us

About *Sword Art Online The Movie -Ordinal Scale-*:

The NerveGear, the world's first dedicated full-dive device developed by the genius programmer, Akihiko Kayaba in 2022...a revolutionary machine that opened up infinite possibilities for the world of VR (Virtual Reality). Four years later... A next-generation, wearable multi-device called the Augma has been released to compete with the NerveGear's successor, the Amusphere. A cutting-edge machine boasting the ability to enhance AR (Augmented Reality) to the maximum, the Augma offers a safe, user-friendly experience, as it can be used while the player is awake, making it an instant hit. Its most popular title is an ARMMORPG developed exclusively for the Augma, "Ordinal Scale (a.k.a. OS)."

Kirito is about to join Asuna and the others as an Ordinal Scale player, but they're about to find out that it isn't all fun and games...

For more details, please visit: <http://www.sao-movie.net/us>

For the latest news on Sword Art Online, please visit: <https://www.facebook.com/SwordArtOnlineUSA/>

STAFF

Original Story: Reki Kawahara (Dengeki Bunko / ASCII MEDIA WORKS)

Director: Tomohiko Ito

Character Design Concept: abec

Character Design: Shingo Adachi

Music: Yuki Kajiura

Animation Production: A-1 Pictures

Distributed by Aniplex Inc.

Produced by SAO MOVIE Project

CAST (Japanese/English)

Kirito / Kazuto Kirigaya: Yoshitsugu Matsuoka / Bryce Papenbrook

Asuna / Asuna Yuuki: Haruka Tomatsu / Cherami Leigh

Yui: Kanae Ito / Stephanie Sheh

Leafa / Suguha Kirigaya: Ayana Taketatsu / Cassandra Lee Morris

Silica / Keiko Ayano: Rina Hidaka / Christine Marie Cabanos

Lisbeth / Rika Shinozaki: Ayahi Takagaki / Sarah Anne Williams

Sinon / Shino Asada: Miyuki Sawashiro / Michelle Ruff

Klein: Hiroaki Hirata / Kirk Thornton

Agil: Hiroki Yasumoto / Patrick Seitz

Seijirou Kikuoka: Toshiyuki Morikawa / Matt Mercer

Akihiko Kayaba: Koichi Yamadera / Marc Diraison

Yuna / Yuuna Shigemura: Sayaka Kanda / Ryan Bartley

Eiji / Eiji Nochizawa: Yoshio Inoue / Chris Patton

Tetsuhiro Shigemura: Takeshi Kaga / Taylor Henry

Voice Director & ADR Script Writer: Alex von David

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 *Fate/stay night [Unlimited Blade Works]*, *Fate/Zero*, the *Sword Art Online* series, *Your lie in April*, *KILL la KILL*, *Bakemonogatari*, *Puella Magi Madoka Magica*, *Blue Exorcist*, *NISEKOI*, the *OREIMO* series, *DURARARA!!*×2, *Magi* series, *Expelled From Paradise*, *The irregular at magic high school*, and *ALDNOAH.ZERO*. The company's ever-growing line-up of shows include: *March comes in like a lion*, *Blue Exorcist: Kyoto Saga*, *ERASED*, *The Asterisk War*, *OWARIMONOGATARI*, *KIZUMONOGATARI*, *Charlotte*, *Occultic;Nine*, WWW.WAGNARIA!!, *GRANBLUE FANTASY*, *Eromanga Sensei*, *Katsugeki TOUKEN RANBU*, *BLEND-S*, *Slow Start*, and *Record of Grancrest War*. In June 2017, the company launched the English version of the popular mobile game, *Fate/Grand Order*, which has exceeded two million downloads.

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