



FOR IMMEDIATE RELEASE

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Aniplex of America Announces Plans to Release
***The irregular at magic high school* on Blu-ray**



The irregular
at magic high school

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***Based on the Best-Selling Light Novel Series with Over 5 Million
Copies Sold in Japan!***

SANTA MONICA, CA (April 3, 2015) –Aniplex of America has announced today at their industry panel at Anime Boston their plans to release the popular anime series *The irregular at magic high school* in three Blu-ray volumes. The first “Enrollment Arc” volume is scheduled to be released on June 30th followed by the “Nine Schools Competition Arc” volume in September and finally the “Yokohama Disturbance Arc” volume in December. Pre-orders for the first volume will begin today on the official U.S. website: www.Mahouka.us. All SKUs will be available for sale in the U.S. and Canada only.

Originally a popular science-fiction fantasy web novel written by author Tsutomu Sato, *The irregular at magic high school* was reported the best-selling light novel series of Japan in 2014. The anime series, produced by renowned studio MADHOUSE Inc. (*TRIGUN*, *Death Note*) was

simulcast during the spring season of 2014 on the Aniplex Channel (www.AniplexChannel.com), Crunchyroll (www.Crunchyroll.com) and Hulu (www.Hulu.com).

The irregular at magic high school Blu-ray: Volume 1 [Enrollment Arc] will feature all 7 episodes of the arc in the original Japanese audio with English subtitles on 2 Blu-ray discs. The bonuses will include the text less opening sequence, 3 “Get to Know Magic Studies” short videos, trailers, and commercials. The set will also include a special booklet and collectable pin-ups along with the package which will feature the illustrations of the character designer Kana Ishida.

Details of volumes 2 and 3 will be announced at a later date.

***The irregular at magic high school Blu-ray: Volume 1 [Enrollment Arc]* features:**

<Disc Specs>

- Spoken Language: Japanese
- Subtitles: English
- Aspect Ratio: 16:9 Widescreen
- Episodes: 1-7 (Enrollment Arc)
- Number of Disc: 2 BD discs
- Total Run Time: Approx. 175 min.
- Rating: 13UP

<Bonus Contents>

- Textless Opening
- Get to Know Magic Studies! #1-3 (Short Videos)
- Trailers and Commercials

<Bonus Materials & Special Package>

- Box and Collectable Pin-ups Illustrated by KANA ISHIDA (Character Design)
- Special Booklet

**Bonus contents subject to change.*

Product number and UPC bar code

Title	Street Date	SKU #	UPC	SRP	Store price
<i>The irregular at magic high school Blu-ray: Volume 1 [Enrollment Arc]</i>	06/30/2015	AOA-5801	856137005445	\$89.98	\$69.98

The irregular at magic high school Blu-ray: Volume 1 [Enrollment Arc] can be pre-ordered and purchased at:

RightStuf: www.Rightstuf.com/i/aoa5801

Official Retailers: www.AniplexUSA.com/retailers

For product details, please visit: www.Mahouka.us

About *The irregular at magic high school*:

Magic--A century has passed since this concept has been recognized as a formal technology instead of the product of the occult or mere folklore.

The season is spring and it is time for a brand new school year.

At the National Magic University First Affiliate High School, A.K.A Magic High School, students are divided into two distinct groups according to their academic performances. The "Bloom," who demonstrate the highest grades and are enrolled in the "First Course," and the "Weed," who have a poor academic record and are enrolled in the "Second Course."

This spring, a very peculiar brother and sister enroll as new students. The brother is an under achiever with some deficiencies and enrolls as a "Weed," while his younger sister is an honor student, who enrolls as a "Bloom." The brother, with a somewhat philosophical disposition, and the younger sister who holds feelings a little stronger than sibling love for him... Ever since these two have entered through the gates of this prestigious school, the calm campus was beginning to change...

For details, please visit: www.Mahouka.us

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 such as *Sword Art Online*, *KILL la KILL*, *Bakemonogatari*, *Durarara!!*, *Fate/zero*, *Puella Magi Madoka Magica*, *the Garden of sinners*, *Blue Exorcist*, *Anohana: The Movie*, *Silver Spoon*, *NISEKOI*, *OREIMO 2*, *Blast of Tempest*, *Magi: The Labyrinth of Magic*, *Oreshura*, *Vividred Operation*, and *VALVRAVE: The Liberator*. The company's ever-growing line-up of shows includes our most recent titles *Sword Art Online II*, *ALDNOAH.ZERO*, *DURARARA!! x2*, *Persona4 the Golden ANIMATION*, *MEKAKUCITY ACTORS*, *The irregular at magic high school*, *Mushi-Shi Next Passage*, *Nanana's Buried Treasure*, *Your lie in April*, *World Conquest Zvezda Plot*, *Magi: The Kingdom of Magic*, *Fate/stay night: Unlimited Blade Works*, *Saekano: How to Raise a Boring Girlfriend* and *Samurai Flamenco*.

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