



FOR IMMEDIATE RELEASE

April 5, 2014

**Aniplex of America to Release**  
***Shin Megami Tensei: Persona3 THE MOVIE #1 Spring of Birth***  
**(Import Blu-ray) this May**

**P3**

PERSONA3 THE MOVIE

— #1 Spring of Birth —



© ATLUS ©SEGA/PERSONA3 the Movie Committee

*\*Artwork subject to change*

***Seven Minutes of Newly Created Exclusive Footage Added!***

SANTA MONICA, CA (April 5, 2014) –Aniplex of America announced at their industry panel at Kawaii-Kon their plans to release *Shin Megami Tensei: Persona3 THE MOVIE #1 Spring of Birth* for sale in over 50 countries starting May 20<sup>th</sup> of this year. *Spring of Birth* premiered in Japanese theaters last November and is the first film in the Persona3 trilogy based on the highly popular RPG game series by ATLUS. Aniplex of America plans to release both the Collector's and Standard Editions of the Import Blu-ray.

Both editions of this import Blu-ray feature the Director's Cut Version of *Spring of Birth*, with seven minutes of extra footage newly created for this release. Both sets will include numerous bonuses including the Original Theatrical Version, the audio commentary, trailers, and commercials.

The Collector's Edition will also feature an Original Soundtrack CD (including the theme song "More Than One Heart" by Yumi Kawamura), exclusive box art by Keisuke Watabe (the Character Designer/Animation Director), newly illustrated cover art, a deluxe 48-page booklet, 10 Super P3 Stickers, and 4 key art illustration cards.

Customers who purchase the Collector's Edition of *Spring of Birth* from Aniplex of America's official retailers will receive a special translation booklet for the deluxe booklet.

The *Shin Megami Tensei: Persona3 THE MOVIE #1 Spring of Birth* will be distributed in limited quantities and will be sold only while supplies last. Pre-orders for both editions will begin April 7, 2014.

*Shin Megami Tensei: Persona3 THE MOVIE #1 Spring of Birth* will be available in these following territories:

US, Canada, UK, Ireland, Australia, New Zealand, South Africa, Mexico, Belize, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, Panama, Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, French Guiana, Guyana, Paraguay, Peru, Suriname, Uruguay, Venezuela, The U.S. Virgin Islands, Anguilla, Antigua and Barbuda, Aruba, the Bahamas, Barbados, Bermuda, the British Virgin Islands, the Cayman Islands, Dominica, Dominican Republic, Grenada, Guadeloupe, Haiti, Jamaica, Martinique, Montserrat, the Netherland Antilles, St. Kitts & Nevis, St. Lucia, St. Vincent and the Grenadines, Trinidad and Tobago and the Turks and Caicos Islands

***Shin Megami Tensei: Persona3 THE MOVIE #1 Spring of Birth Collector's Edition* features:**



\*Artwork subject to change

<BD Features>

- Language: Japanese

- Subtitles: English (\*Audio Commentary and Bonus Contents do not include subtitles)
- Total Run Time: Approx. 97 min. (Director's Cut Version)
- Rating: 13UP
- Original Theatrical Version (90 min.)
- Audio Commentary
- Trailers
- Commercials

<Collector's Edition Exclusive Bonus Materials>

- Original Soundtrack CD (including the theme song "More Than One Heart" by Yumi Kawamura)
- Exclusive Box Art by Keisuke Watabe (Character Designer/Animation Director)
- Newly Illustrated Cover Art
- 48-page Deluxe Booklet
- 10 Super P3 Stickers
- 4 Key Art Illustration Cards

<Aniplex of America Exclusive Bonus Material>

- English Translation Booklet of the "48-page Deluxe Booklet"

*\*Bonus contents subject to change.*

Product number and UPC bar code

Title	Street Date	SKU #	UPC	SRP	Store price
Shin Megami Tensei: Persona3 THE MOVIE #1 Spring of Birth Collector's Edition Blu-ray (Import)	5/20/14	AOA-5701 (ANZX-11105~11106)	4534530074768	\$99.98	\$79.98

**Shin Megami Tensei: Persona3 THE MOVIE #1 Spring of Birth Standard Edition** features:

- Languages: Japanese
- Subtitles: English (\*Audio commentary and bonus contents do not include subtitles)
- Total Run Time: Approx. 97 min. (Director's Cut Version)
- Rating: 13UP
- Original Theatrical Version (90 min.)
- Audio Commentary
- Trailers
- Commercials

*\*Bonus contents subject to change.*

Product number and UPC bar code

Title	Street Date	SKU #	UPC	SRP	Store price
Shin Megami Tensei: Persona3 THE MOVIE #1 Spring of Birth Standard Edition Blu-ray (Import)	5/20/14	AOA-5702 (ANSX-11105)	4534530074805	\$74.98	\$59.98

Both the Collector's and Standard Edition Imports can be pre-ordered and purchased at:

RightStuf: Collector's Edition Blu-ray (Import): [Rightstuf.com/i/aoa5701](http://Rightstuf.com/i/aoa5701)  
Standard Edition Blu-ray (Import) : [Rightstuf.com/i/aoa5702](http://Rightstuf.com/i/aoa5702)

Official Retailers: [www.AniplexUSA.com/retailers](http://www.AniplexUSA.com/retailers)

For detailed information, please visit: [www.AniplexUSA.com/p3m](http://www.AniplexUSA.com/p3m)

**About *Shin Megami Tensei: Persona3 THE MOVIE #1 Spring of Birth***

“If I told you that there’s more than 24 hours in a day, would you believe me?”

The “Dark Hour” –the time which exists between each day. During those hours, the town stands still, the people are transformed into mere objects, and countless monsters called “Shadows” run rampant through the town.

Only the Personas, beings with special powers, are able to combat these creatures.

Makoto Yuki, a transfer student at Gekkoukan High School, is suddenly awakened with the powers to control a Persona. Yuki is recruited to join other Persona summoners of his school in the “Specialized Extracurricular Execution Squad.”

As they continue to investigate the situations surrounding the Dark Hours, they all come face to face with their shocking fate...

[www.AniplexUSA.com/p3m](http://www.AniplexUSA.com/p3m)

**STAFF**

Original Story: “Persona3” (ATLUS)

Screenplay: Jun Kumagai

Supervisor: Seiji Kishi

Character Designer/Animation Director: Keisuke Watabe

Executive Animation Directors: Akiko Asaki, Mizuka Takahashi

Action Director: Ryo Tanaka

Creature Designer: Kyoma Aki

Prop Designer: Shinobu Tsuneki

Color Coordinator: Saori Goda  
Art Designer: Kaoru Aoki  
Art Director: Toshihiro Kohama  
Composite Director: Hideki Imaizumi  
Visual Designer: Junpei Takatsu  
Editor: Takashi Sakurai  
Music: Shoji Meguro  
Sound Director: Satoki Iida  
Animation Production: AIC ASTA  
Chapter 1 Director: Noriaki Akitaya  
Presented by: Persona 3 the Movie Committee  
Film Distribution by: Aniplex

## **CAST**

Makoto Yuki: Akira Ishida  
Yukari Takeba: Megumi Toyoguchi  
Junpei Iori: Kosuke Toriumi  
Mitsuru Kirijo: Rie Tanaka  
Akihiko Sanada: Hikaru Midorikawa  
Fuuka Yamagishi: Mamiko Noto  
Shinjiro Aragaki: Kazuya Nakai  
Igor: Isamu Tanonaka (Special Performance)  
Elizabeth: Miyuki Sawashiro

## **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 *Bakemonogatari*, *Durarara!!*, *Puella Magi Madoka Magica*, *the Garden of Sinners*, *Sword Art Online*, *Blue Exorcist*, *Fate/Zero*, *Blast of Tempest*, *Magi: The Labyrinth of Magic*, *Oreshura*, and *Vividred Operation*. The company's ever-growing line-up of shows includes our most recent titles *KILL la KILL*, *MEKAKUCITY ACTORS*, *The irregular at magic high school*, *Mushi-Shi (The Sequel)*, *Nanana's Buried Treasure*, *Nisekoi*, *World Conquest Zvezda Plot*, *Magi: The Kingdom of Magic*, *Samurai Flamenco*, *Silver Spoon*, and *Oreimo 2*.

[www.AniplexUSA.com](http://www.AniplexUSA.com)

[www.youtube.com/aniplexUS](http://www.youtube.com/aniplexUS)

## **About Right Stuf**

Currently celebrating its 27th year in business, Right Stuf, Inc. was one of the first players in the U.S. Japanese Animation ("anime") industry, as both an anime producer/distributor and a retailer. Right Stuf works to promote knowledge of its own products, as well as the anime and manga industry, through its online storefront at [RightStuf.com](http://RightStuf.com) and a variety of media including podcasts and special publications.

[www.RightStuf.com](http://www.RightStuf.com).

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