



FOR IMMEDIATE RELEASE

August 11, 2017

Aniplex of America Announces
Sword Art Online the Movie –Ordinal Scale-
Coming to Blu-ray and DVD with Limited Edition



SWORD ART ONLINE
THE MOVIE
— Ordinal Scale —

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After its overwhelmingly successful worldwide theatrical release, Sword Art Online the Movie -Ordinal Scale- makes its debut on Blu-ray and DVD!

SANTA MONICA, CA (August 11, 2017) – Aniplex of America announced at their industry panel at Otakon (Washington, D.C.) that *Sword Art Online the Movie –Ordinal Scale-* is coming to Blu-ray and DVD for the first time, along with a Limited Edition release. These releases had been highly anticipated after the movie’s record-breaking success during the theatrical release, grossing 1.35 million dollars during the first four days of the North American release. Pre-orders for all three of the Blu-ray and DVD editions begin on August 11th.

The Blu-ray releases will come with bonus contents that include audio commentary by the creators and Japanese cast, as well as a Special Short Animation. On top of the bonus contents, the Limited Edition Blu-ray includes a music CD and a deluxe booklet with special packaging.

The *Sword Art Online* franchise is based on a light novel by Reki Kawahara, which was a winner of the 15th Dengeki Novel Award Grand Prize, its first volume selling over 18.6 million copies worldwide. The light novel has spawned into video games and comic books in addition to the TV anime adaptation. According to Theron Martin's review on Anime News Network, the movie differs from many other series-based movies, as the story for the movie is an original work written by Kawahara himself. Focusing on the fans' favorite characters and "retrofit[ing] into the franchise's timeline much more smoothly," *Sword Art Online the Movie –Ordinal Scale–* has rightfully garnered a dedicated fan base of its own.

***Sword Art Online the Movie -Ordinal Scale- Limited Edition Blu-ray* includes:**



<Blu-ray Features>

- Spoken Languages: Japanese & English
- Subtitles: English & Spanish
- Aspect ratio: 16:9 widescreen
- Episodes: Feature Movie
- Number of Disc: 2 (a Blu-ray & CD)
- Total Run Time: approx. 120 min.
- Rating: 16 UP (Brief nudity and some violence. Parental guidance suggested.)

<Bonus Contents>

- Audio Commentary by Creators and Japanese Cast:

(Tomohiko Ito, Shingo Adachi, Reki Kawahara, Yoshitsugu Matsuoka, Haruka Tomatsu and Sayaka Kanda)

- Special Short Animation: *Sword Art OFFline -Ordinal Scale -*

* Bonus contents subject to change.

* Bonus contents include English subtitles.

<Bonus Materials & Package>

- Bonus Music CD:
 - “Ubiquitous dB –Special ver.-” by Asuna Yuuki (cv: Haruka Tomatsu), Keiko Ayano (cv: Rina Hidaka)
 - “Break Beat Bark! –special ver.-” by Rika Shinozaki (cv: Ayahi Takagaki), Shino Asada (cv: Miyuki Sawashiro)
 - “longing –movie ver.-,” “delete –movie ver.-” and “smile for you –movie ver.-” by Yuna (cv: Sayaka Kanda)

- Deluxe Booklet

- Rigid Box

* Bonus contents subject to change.

Product number and UPC bar code

Title	Street Date	SKU#	UPC	SRP	Store price
<i>Sword Art Online the Movie -Ordinal Scale- Limited Edition Blu-ray</i>	12/19/2017	AOA-8601L	816546020835	\$79.98	\$69.98

Sword Art Online the Movie -Ordinal Scale- Standard Edition Blu-ray includes:

<Blu-ray Features>

- Spoken Languages: Japanese & English
- Subtitles: English & Spanish
- Aspect ratio: 16:9 widescreen
- Episodes: Feature Movie
- Number of Disc: 1 Blu-ray disc
- Total Run Time: approx. 120 min.
- Rating: 16 UP (Brief nudity and some violence. Parental guidance suggested.)

<Bonus Contents>

- Audio Commentary by Creators and Japanese Cast:
(Tomohiko Ito, Shingo Adachi, Reki Kawahara, Yoshitsugu Matsuoka, Haruka Tomatsu and Sayaka Kanda)

- Special Short Animation: *Sword Art OFFline -Ordinal Scale -*

* Bonus contents subject to change.

* Bonus contents include English subtitles.

Product number and UPC bar code

Title	Street Date	SKU#	UPC	SRP	Store price
<i>Sword Art Online the Movie -Ordinal Scale- Standard Edition Blu-ray</i>	12/19/2017	AOA-8601B	816546020842	\$49.98	\$39.98

Sword Art Online the Movie -Ordinal Scale- DVD includes:

<DVD Features>

- Spoken Languages: Japanese & English
- Subtitles: English & Spanish
- Aspect ratio: 16:9 widescreen
- Episodes: Feature Movie
- Number of Disc: 1 DVD disc
- Total Run Time: approx. 120 min.
- Rating: 16 UP (Brief nudity and some violence. Parental guidance suggested.)

Product number and UPC bar code

Title	Street Date	SKU#	UPC	SRP	Store price
<i>Sword Art Online the Movie -Ordinal Scale- DVD</i>	12/19/2017	AOA-8601D	816546020859	\$39.98	\$29.98

For pre-order, please visit: www.AniplexUSA.com/retailers

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). 4 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: sao-movie.net/us

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*, and *Katsugeki TOUKEN RANBU*. In June 2017, the company launched its first mobile game based on the *Fate* franchise, *Fate/Grand Order* for iOS and Android.

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