



FOR IMMEDIATE RELEASE

August 23, 2018

**Aniplex of America Begins Tickets Sales for
Sword Art Online –Alicization–
Special Premiere Event in Hollywood**



**— SWORD ART ONLINE —
— ALICIZATION —**

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***Link start and full dive into the epic, fantasy virtual world of
Sword Art Online - Alicization -!***

SANTA MONICA, CA (August 23, 2018) – Tickets for the special premiere event of ***Sword Art Online – Alicization*** – went on sale today as Aniplex of America hosts a special one-night event ahead of the highly anticipated mega hit anime series’ third season. Part of a worldwide celebration alongside six other countries including Japan, Australia, France, Germany, Russia, and Korea, the U.S. special premiere event will be held on Saturday, September 15th at the stunning Montalbán Theatre in Hollywood, California. Fans will receive an original illustration board at the event and be treated to a special English subtitled screening of a supersized one hour first episode of ***Sword Art Online – Alicization*** –, several weeks in advance of the series’ premiere in October. Aniplex of America also plans to host an exclusive ***Sword Art Online*** retail store at the Montalbán Theatre, where fans will have an opportunity to snag exclusive ***Sword Art Online – Alicization*** – merchandise from Japan as well as a variety of ***Sword Art Online*** goods. Tickets for the special premiere event are priced at \$15 and available at <http://www.swordart-onlineusa.com/alicization/tickets/>. Doors are scheduled to open at 4 p.m. (PDT) on September 15th with

the show starting at 6 p.m. (PDT). Fans are urged to buy tickets early as seating is extremely limited, and the event is expected to sell out very quickly.

Based on Reki Kawahara's bestselling *Sword Art Online* light novels, *Alicization* is hailed by fans as the best and longest arc full of mystery, drama, and action. After the success of the first and second seasons, the franchise expanded with a feature length film in 2017 with *Sword Art Online the Movie –Ordinal Scale–*. The highly anticipated new season, *Sword Art Online –Alicization–*, is scheduled to premiere October 2018. Last week, the series revealed that the opening theme “ADAMAS” would be performed by fan favorite ani-song artist LiSA, who also handled the theme song “Catch the Moment” for *Sword Art Online the Movie –Ordinal Scale–*, and ending theme “Iris” by Eir Aoi, who performed the opening theme “RYUSEI” for *Sword Art Online Alternative: Gun Gale Online*.

[Event]: Sword Art Online – Alicization – Special Premiere

[Date/Time]: Saturday, September 15, 2018. Doors Open at 4 p.m. (PDT), Show Starts at 6 pm (PDT)

[Location]: The Montalban Theatre 1615 Vine St., Los Angeles, CA 90028

[Ticket Price]: \$15 (Tax & fees not included)

[Ticket Link]: <http://www.swordart-onlineusa.com/alication/tickets/>

STORY

“Where...am I...?”

Before he knows it, Kirito has made a full-dive into an epic, fantasy-like virtual world. With only a murky recollection of what happened right before he logged in, he starts to wander around, searching for clues. He comes upon an enormous, pitch dark tree called the Gigas Cedar, where he encounters a boy.

“My name is Eugeo. Nice to meet you, Kirito.”

Although he is supposedly a resident of the virtual world - an NPC - the boy shows the same array of emotions as any human being.

As Kirito bonds with Eugeo, he continues to search for a way to log out of this world. Meanwhile, he remembers a certain memory deep down within him.

He remembers racing through the mountains with Eugeo as a child... A memory that he should not have in the first place. And in this memory, he sees someone other than Eugeo, a young blond girl.

Her name is Alice. And it is a name that must never be forgotten...

For more information, please visit the official website at: <http://www.swordart-onlineusa.com/alication>

STAFF

Written by: Reki Kawahara (Dengeki Bunko)

Original Illustration / Character Design Concept: abec

Director: Manabu Ono

Character Design: Shingo Adachi / Go Suzuki / Tomoya Nishiguchi
Assistant Director: Takashi Sakuma
Chief Animation Directors: Go Suzuki / Tomoya Nishiguchi
Prop Design: Asami Hayakawa / Kiminori Ito
Monster Design: Toshiya Kouno
Action Scene Animation Director: Yoshihiro Kanno / Tetsuya Takeuchi
Art Director: Yukako Ogawa / Keito Watanabe
Art Setting: Kenichi Morioka / Yuho Taniuchi
Color Setting: Naomi Nakano
Director of Photography: Kentaro Waki / Kenta Hayashi
Motion Graphics Designer: Hiromu Oshiro
CG Director: Ryuta Undo
Editing: Yuji Kondo
Sound Director: Yoshikazu Iwanami
Effects: Yasumasa Koyama
Sound Production: sonilude
Music: Yuki Kajiura
Produced by: EGG FIRM / Straight Edge
Animation Production: A-1 Pictures
Production Committee: SAO-A Committee

CAST

Kirito: Yoshitsugu Matsuoka
Asuna: Haruka Tomatsu
Eugeo: Nobunaga Shimazaki
Alice: Ai Kayano

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*, *anohana -The Flower We Saw That Day-*, *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*, *Fate/stay night [Heaven's Feel] I. presage flower*, *Slow Start*, *Record of Grancrest War*, *Today's MENU for EMIYA Family*, *PERSONA5 the Animation*, *Sword Art Online Alternative: Gun Gale Online*, *Yuuna and the Haunted Hot Springs*, and *Cells at Work!*. In June 2017, the company launched the English version of the popular mobile game, *Fate/Grand Order*, which has exceeded three million downloads.

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