



FOR IMMEDIATE RELEASE

August 6, 2012

LiSA's Upcoming Single "crossing field" is Coming to America



SANTA MONICA, CA (August 6, 2012) – Hot off her performance from Anime Expo this past July, Aniplex music artist LiSA is bringing a brand new single to her fans. Fans of the new Anime Series Sword Art Online will really look forward to the news. Aniplex of America is set to release the Sword Art Online opening single “crossing field” by LiSA here in North America. The upcoming single release will be available in three different versions including a Regular, Limited and Anime Edition. Both the Limited and Anime Edition will include a Bonus DVD featuring the textless opening from Sword Art Online. These releases will be imported and will be available on August 14th. In addition, the official digital downloads of “crossing field” will be available on iTunes and Amazon on August 21st. Pre-orders for these releases are now open.

For detailed information, please visit:
www.Aniplexusa.com/lisa

Product number and UPC bar code

Title	Street Date	SKU #	UPC	SRP	Store price
crossing field	August 14, 2012	SVWC-7875	4534530056955	\$20.00	\$16.00
crossing field Limited Edition CD & DVD Combo*	August 14, 2012	SVWC-7873-78 74	4534530056948	\$26.00	\$21.00
crossing field Limited Edition "Sword Art Online" CD & DVD Combo*	August 14, 2012	SVWC-7871-78 72	4534530056931	\$26.00	\$21.00

*Please Note DVD is Region 2

All of LiSA's Releases can be pre-ordered and purchased at:
Right Stuf: <http://www.rightstuf.com/>

About LiSA

LiSA is the first music artist to sign under the Aniplex Label. Immediately making an impact in her career, LiSA grabbed a role on the hit anime *Angel Beats!* as the singing voice for Yui, one of the vocalists in the in-show band Girls Dead Monster. LiSA's earnest personality and emotional live performances caught the public's attention, and it was clear that her star would only continue to rise. In 2011, LiSA's first single *oath sign* was chosen as the theme song to the wildly popular anime *Fate/Zero*. The single entered the Oricon weekly charts at #5, and went on to capture the #2 spot on the daily charts.

www.Aniplexusa.com/lisa
www.lxixsxa.com

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 leading provider of anime content and music production and distribution in Japan. Aniplex of America has launched fan-favorite DVD and Blu-Ray releases such as *Gurren Lagann the Movies*, *Durarara!!*, *R.O.D series*, *the Garden of Sinners* and *Baccano!* The company's ever-growing line-up of shows includes our most recent titles, *Blue Exorcist*, *Rurouki Kenshin OVA and Movie*, and *Puella Magi Madoka Magica*.

www.AniplexUSA.com
www.youtube.com/aniplexUS

About Right Stuf

Currently celebrating its 23rd 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 and a variety of media including podcasts and special publications.

www.RightStuf.com.

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