



FOR IMMEDIATE RELEASE

March 31, 2012

Fate/Zero Opening Singer LiSA is Coming to America
Official CD Import and Guest Appearance on the Horizon



SANTA MONICA, CA (March 31, 2012) – Fans of the hit anime series Fate/Zero can really look forward to this summer. At her recent concert at the Anime Contents Expo in Japan, Recording Artist and Fate/Zero opening singer LiSA has announced her US debut appearance at Anime Expo 2012 in Los Angeles. In celebration of this occasion, just in time for her appearance at Anime Expo, Aniplex of America is bringing LiSA's music to North America. From her full-length album to her chart toping single release, North American fans will have the opportunity to own their very own copy of LiSA. Pre-orders for all the SKUs starts Monday, April 2nd.

Four of LiSA's releases will be imported to North America. Two of the releases will be Limited Edition combos which includes a Blu-Ray or DVD depending on the release. The imported releases will be all available on May 1st. In addition, the official digital downloads of LiSA's music is coming soon. Release dates and titles are listed below.

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

Product number and UPC bar code

Title	Street Date	SKU #	UPC	SRP	Store price
Letters to U	May 1, 2012	SVWC-7760	4534530045782	\$32.00	\$25.00
LOVER”S”MiLE Limited Edition CD & BD Combo	May 1, 2012	SVWC-7824-78 25	4534530053305	\$50.00	\$40.00
LOVER”S”MiLE	May 1, 2012	SVWC-7828	4534530052582	\$38.00	30.00
Oath sign Limited Edition CD & DVD Combo	May 1, 2012	SVWC-7800-78 01	4534530051240	\$20.00	\$15.00

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 Fate/Zero

“Fate/Zero” is a visual novel written by Gen Urobuchi (“Madoka Magica”, “Saya no Uta”) and is a prequel to TYPE-MOON’s hit visual novel “Fate/stay night”. The best-selling novel series has since been adapted into a television animated series earlier this year, of which each episode directly covers the original novels. Fate/Zero was the first animated series to be simulcasted worldwide in 8 different subtitle languages immediately following its airing in Japan.

The Fate/Zero Blu-Ray Disc Box I is now available for purchase. The box set can be purchased through Rightstuf.com

www.FateZeroUSA.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.

###