



FOR IMMEDIATE RELEASE

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First Two Puella Magi Madoka Magica Movies are set for Theatrical Release across the US



Part 1: Beginnings



Part 2: Eternal

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Theatrical Release starts in Los Angeles followed by major cities in the U.S.

SANTA MONICA, CA (September 13, 2012) – This October, Madoka Magica fans will be treated to something special. Following the release of the entire television series on video, Aniplex of America has just announced that the first two Puella Magi Madoka Magica movies Part 1: Beginnings and Part 2: Eternal will debut in the US this October. The not-so-typical story of a middle school girl named Madoka Kaname and her choice to become a magical girl has taken the world by storm. Part 1 and Part 2 of the Madoka Magica movies retells the original TV series and is set for the big screen. There is no doubt both movies will provide a new experience for both fans who have enjoyed the TV series or who are just seeing Madoka Magica for the first time.

Distributed by Eleven Arts, select theaters in five major cities across the US will be having showtimes for both movies. The cost of admission will allow fans to watch both Part 1 and Part 2. For those who attend the Los Angeles showings will receive some city exclusive specials. Los Angeles ticket holders will receive select giveaways on opening night and throughout the scheduled screening times while supplies last. In addition, there will also be exclusive Madoka Magica the Movie Merchandise sold only at the Los Angeles Theater while supplies last.

For a complete set of showtimes and merchandise information, please go to MadokaMagicaUSA.com

Puella Magi Madoka Magica The Movie Showtimes and Locations :

City	Theater	Date		URL
Los Angeles	Downtown Independent	2012/10/19	Fri	http://www.downtownindependent.com/
		2012/10/20	Sat	
		2012/10/21	Sun	
		2012/10/22	Mon	
		2012/10/23	Tue	
		2012/10/24	Wed	
		2012/10/25	Thu	
New York	Big Cinema Manhattan	2012/10/20	Sat	http://us.bigcinemas.com/loc_Manhattan.asp
Chicago	Music Box	2012/10/20	Sat	http://www.musicboxtheatre.com/
Houston	Alamo Drafthouse	2012/10/20	Sat	http://drafthouse.com/houston
San Francisco	New People	2012/10/20	Sat	http://www.newpeopleworld.com/

About *Puella Magi Madoka Magica*

Originally airing in Japan in the beginning of 2011, *Puella Magi Madoka Magica* is an original story developed into TV series by Gen Urobuchi of Nitro+ (*Togainu no chi*), directed by Akiyuki Shinbo (*Goodbye Zetsubo Sensei*, *Bakemonogatari Arakawa under the Bridge*) and produced by Aniplex's Atsuhiro Iwakami (*the Garden of Sinners*, *Bakemonogatari Oreimo*, and recent project *Fate/Zero*). *Puella Magi Madoka Magica* follows the story of a 14-year-old girl named Madoka Kaname. Madoka is offered the opportunity of gaining magical powers if she agrees to make a contract with a strange little being named Kyubey, Kyubey will also grant Madoka one wish, but in exchange she shall risk her life by accepting the responsibilities of fighting witches. Little does Madoka know what the real risks of making a contract has in-store for her. With the popularity of the series growing worldwide, Aniplex of America has recently announced plans of releasing the series to the US audience.

MadokaMagicaUSA.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 ELEVEN ARTS

ELEVEN ARTS (EA) is the company that has brought you various Japanese films to U.S. from live-action to animation. EA's major live-action titles include Japan Academy Awards winner "MEMORIES OF TOMORROW" (starring Ken Watanabe) and Oscar nominated director (with "THE TWILIGHT SAMURAI" in 2004) Yoji Yamada's samurai film "LOVE AND HONOR" and EA is also known distributor of highly acclaimed animation titles such as "EVANGELION" franchise and "FULLMETAL ALCHEMIST: THE SACRED STAR OF MILOS".

Official Website:

www.elevenarts.net

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