



FOR IMMEDIATE RELEASE

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**Aniplex of America launches the Oreimo Blu-ray Disc Set on
February 27, 2013**



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***Kirino, Kuroneko and the rest of the Oreimo cast are coming to
Blu-ray this February!***

SANTA MONICA, CA (January 25, 2013) – Recently on their live panel on their Youtube channel, Aniplex of America Inc. announced that the ***Oreimo Blu-ray Disc Set*** will be imported from Japan and released in North America on February 27th, 2013 and will be available through anime distributor RightStuf.com and official retailers (<http://aniplexusa.com/retailers/>). The wildly popular series originally sold out on its first Limited Edition DVD release. Oreimo is now coming back in a complete set on Blu-ray in a limited edition collector's set. Fans in North America can take comfort knowing this Blu-ray box set will be released nearly the same time as Japan's release date.

The Limited Edition Blu-ray box set features the entire series (12 TV episodes + 4 OVAs) on 4 Blu-ray discs, a 4-panel digipak case with new illustrations by Hiro Kanzaki, PET clear sleeve case and a Super Picture Label. Bonus Features includes a special subtitled video of Oreimo character commentary for all 16 episodes.

“Oreimo is still in high demand and we are confident this Blu-ray Box set will satisfy the fan's requests for a Blu-ray set” says Hideki Goto, the president of Animation Business of Aniplex of America. This release is a US and Canada Exclusive and available while supplies last

Oreimo Blu-ray Disc Set features:

<BD Features and Bonus Contents>

- Video: 16:9 HD Widescreen / 1920×1080p / MPEG-4 AVC
- Audio: Japanese dialog / Linear PCM / Stereo 48KHz/16bit
- Subtitles: English
- Includes all 16 Episodes on 4 Blu-ray discs: Total length of more than 635 minutes!!
- 4-panel digipak case featuring new illustrations by Hiro Kanzaki
- PET clear sleeve case
- Super Picture Label
- Bonus Character Commentary video for all 16 episodes (with English subtitles)

The **Oreimo Blu-ray Disc Set** can be pre-ordered and purchased at:

Right Stuf: <http://www.rightstuf.com/1-800-338-6827/catalogmgr/XIFr183ANb7Ktxd1O1/browse/item/97475/4/0/0>

Official Retailers: <http://www.AniplexUSA.com/retailers>

Product number and UPC bar code

Street Date	SKU #	UPC	SRP	Store price
February 27, 2013	ANZX-3831-3834	4534530062857	\$329.98	\$279.98

For detailed information on the **the Oreimo Blu-ray disc set** and to view the official trailer, visit:
www.AniplexUSA.com/oreimo

About Oreimo (*Ore no imouto ga konnani kawaii wake ga nai*)

Living in the shadow of his prodigious younger sister, Kyouzuke Kousaka had a normal lifestyle until he accidentally finds out that Kirino hides a dark and embarrassing secret. In addition to being smart, pretty, and popular; Kirino Kousaka is also an obsessive consumer of anime and eroge (adult computer games). After being assured that Kyouzuke is committed to not mock her and keep this concealed from their parents, she starts to share a bit of her world with him. Kirino faces several problems as she tries to keep appearances and balance her exemplary school life with her hobbies. Her brother then becomes a crucial ally while dealing with all the difficulties that lie ahead.

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 *Bakemonogatari*, *Durarara!!*, *Puella Magi Madoka Magica*, *the Garden of Sinners* and *Blue Exorcist*. The company's ever-growing line-up of shows includes our most recent titles, *Sword Art Online*, *Magi*, and *Blast of Tempest*.

www.AniplexUSA.com

www.Youtube.com/AniplexUS

About Right Stuf Inc.

Currently celebrating its 24th 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. For more information, visit

www.RightStuf.com.

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