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Aniplex of America Launches New Aniplex+ Store

ANIPLEX+



Exclusive Items including Puella Magi Madoka Magica and Fate/Zero Now taking Pre-orders for a limited time

SANTA MONICA, CA (April 2, 2014) – Based on popular demand, Aniplex of America has announced that two new and exclusive items will be available for pre-order in their newly re-launched **Aniplex+** (**Aniplex Plus**) online store starting today. Originally known as the Aniplex Special Store, the new **Aniplex+** gives fans in wider territories the same opportunity to own exclusive items produced by Aniplex Japan. Each item will only be available on a pre-order basis in limited quantities while supplies last.

Aniplex+ is now live and features several items on sale. Aniplex of America will continue to add new items to **Aniplex+** to provide as many opportunities as possible for fans to own the latest merchandise. Fans can access **Aniplex+** at www.AniplexUSA.com/aniplexplus

One of the current items featured on **Aniplex+** is the Homura Akemi Japanese Kimono Figure from the highly popular title Puella Magi Madoka Magica. Featuring Homura Akemi wearing a beautiful Japanese kimono, this is an exclusive figure that would certainly be a great addition to any Madoka Magica collection. Pre-orders for the Homura Akemi Japanese Kimono figure will be available only for a limited time starting from today until May 7th.

Also featured is the Fate/Zero Saber Figure. Inspired by the official illustrations by Takashi Takeuchi (Original Character Designer), this figure features the title's main heroine Saber

wearing a black jacket while holding her “Noble Phantasm” Excalibur. The Fate/Zero Saber Figure will also be available for Pre-order for a limited time-slot starting today until April 22nd.

Both Figures are only available during this exclusive pre-order window and inventory can't be guaranteed after the cut-off date.

The Homera Akemi Japanese Kimono figure and Fate/Zero Saber Figure will be available in the following territories: North America, Central America, South America, Australia, New Zealand, United Kingdom, and Ireland.

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 such as *Bakemonogatari*, *Durarara!!*, *Puella Magi Madoka Magica*, *the Garden of Sinners*, *Sword Art Online*, *Blue Exorcist*, *Fate/Zero*, *Blast of Tempest*, *Magi: The labyrinth of magic*, *Oreshura*, and *Vividred Operation*. The company's ever-growing line-up of shows includes our most recent titles *KILL la KILL*, *Mekakucity Actors*, *Mushi-Shi (The Sequel)*, *Nanana's Buried Treasure*, *Nisekoi*, *World Conquest Zvezda Plot*, *Magi: The kingdom of magic*, *Samurai Flamenco*, *The irregular at magic high school*, *Silver Spoon*, and *Oreimo 2*.

www.AniplexUSA.com

www.Youtube.com/AniplexUS

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