

For Immediate Release



## BLEACH™: SOUL RESURRECCIÓN HITS NORTH AMERICA AND EUROPE THIS SUMMER!

Santa Ana, Calif. (May 13, 2011) – NIS America, Inc. is proud to reveal today the summer 2011 release of *Bleach: Soul Resurrección*, a heart-pounding action game for the PlayStation®3 (PS3™) computer entertainment system. The new game is based on the popular animated BLEACH series from VIZ Media, and is the first BLEACH game for the PS3™ platform.

“There are numerous anime-based video games, but many fall short in gameplay,” says Jack Niida, Producer at NIS America. “*Bleach: Soul Resurrección* faithfully represents the anime series with its beautiful cel-shaded graphics and combines it with amazing gameplay. The game style is simple enough for action game beginners, yet has enough features to satisfy hardcore players. The game follows the battle against the evil Arrancars, but there are times when you will be able to play as the enemy. This is especially exciting if you follow the manga closely, since you can be characters in the manga that are normally forgotten after being defeated.”

“BLEACH is one of the most popular anime and manga properties to ever be released in North America, and the new *Bleach: Soul Resurrección* video game incorporates many familiar characters and storylines from the series,” says Aadil Tayouga, VIZ Media Licensing and Brand Analyst. “We look forward to the success of this new release and to working closely with NIS America as they add an exciting new dimension to this celebrated property.”

### GAME INFORMATION

Based on the popular manga/anime series, *Bleach: Soul Resurrección* depicts the battle between the Soul Reapers and the army of evil Arrancars that threaten the peace of the world.

*Bleach: Soul Resurrección* gives players the sensation of single-handedly destroying an army of monsters and evil spirits with lightning-fast swordfighting action. Gamers can re-live the experiences of various characters from the anime by closely following the original story. The environments are faithfully reproduced with beautiful cel-shaded 3D models that will satisfy even the most devoted fans. *Bleach: Soul Resurrección* will give gamers an unparalleled anime action game experience.

### GAME FEATURES

- 21 playable characters from the hit anime/manga BLEACH
- Massive free-roaming action/adventure game with beautiful anime-inspired cel-shaded graphics
- Various game modes, including: Story Mode, Mission Mode, and more
- Customizable character leveling system: unlock status enhancements and add special abilities through a customized “character map” for each playable character

For more information on *Bleach: Soul Resurrección*, please visit [www.nisamerica.com/bleach/](http://www.nisamerica.com/bleach/). For more information and to view free streaming episodes of BLEACH (rated TV-14), please visit [Bleach.viz.com](http://Bleach.viz.com) or [www.VIZAnime.com](http://www.VIZAnime.com).



### About NIS America

NIS America is a subsidiary of Nippon Ichi Software, Inc., a Japanese company famous for its unique line of strategy RPGs including titles such as Disgaea, Prinny, and Z.H.P.

In 2003, NIS America was established in Southern California to publish exciting and innovative game titles for North America. Today, NIS America has expanded to bring various products from Japan, like video games, animation, and collectable items.

NIS America’s team members devote themselves to the fans. Our respect for our fans is at the heart of everything we do. As a growing strategy RPG publisher in the U.S., we are committed to continuous improvement and dedication.

Contact NIS America, Inc. at 1221 E. Dyer Road, Suite 100, Santa Ana, CA 92075; Phone (714) 540-1122; and website at [www.NISAmerica.com](http://www.NISAmerica.com)

### About VIZ Media

Headquartered in San Francisco, CA, VIZ Media, LLC (VIZ Media) is one of the most comprehensive and innovative companies in the field of manga (graphic novel) publishing, animation and entertainment licensing of Japanese content. Owned by three of Japan’s largest creators and licensors of manga and animation, Shueisha Inc. Shogakukan Inc., and Shogakukan-Shueisha Productions, Co., Ltd., VIZ Media is a leader in the publishing and distribution of Japanese manga for English speaking audiences in North America, the United Kingdom, Ireland, and South America, and is a global ex-Asia licensor of Japanese manga and animation. The company offers an integrated product line including the popular monthly manga anthology SHONEN JUMP magazine, graphic novels, and DVDs, and develops, markets, licenses, and distributes animated entertainment for audiences and consumers of all ages.

Contact VIZ Media at 295 Bay Street, San Francisco, CA 94133; Phone (415) 546-7073; Fax (415) 546-7086; and website at [www.viz.com](http://www.viz.com).

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<b>RELEASE DATE:</b>	August, 2011
<b>PLATFORM:</b>	PlayStation®3
<b>GENRE:</b>	Action
<b>PLAYER(S):</b>	1
<b>ESRB:</b>	RP
<b>PUBLISHER:</b>	NIS America, Inc.
<b>DEVELOPER:</b>	Sony Computer Entertainment Inc.
<b>CONTACT:</b>	support@nisamerica.com 714-540-1122