

NATSUME'S BOOK OF FRIENDS ACQUIRED BY NIS AMERICA FOR ITS NORTH AMERICAN RETAIL RELEASE!

Santa Ana, CA (December 30, 2011) – NIS America is excited to announce the acquisition of *Natsume's Book of Friends* (working title; JPN: Natsume Yujin-cho), an extraordinary heartwarming drama about the relationship forged between a high school student and his spirit companions. The title is produced by the powerhouse Brain's-Base and Takahiro Omori. NIS America will release the retail version of *Natsume's Book of Friends* Season 4, which will begin airing on Crunchyroll in January 2012, as well as retail releases of seasons 1 through 3. The retail release for *Natsume's Book of Friends* will come in NIS America's highly praised premium packaging.

About *Natsume's Book of Friends*:

Natsume's Book of Friends follows the story of high school student Takashi Natsume, who possesses a strong ability to see spirits. He inherited this strange ability from his grandmother and has had it as long as he can remember, which has made him introverted and shy. His life changes one day when he receives a mysterious book that belonged to his now deceased grandmother—the Book of Friends. Takashi soon discovers that the book is filled with the names of countless spirits that were sealed away by his grandmother. Not only that—the spirits who have their names written in the book must obey any order given by its owner. As a result, the book becomes a prime target for all roaming spirits trying to gain control of the spirit world. Believing it to be the right thing to do, Takashi takes it upon himself to return the names of the spirits written in the book.

Starring

Hiroshi Kamiya as Takashi Natsume (*Arakawa Under the Bridge*, *WAGNARIA!!*, *Durarara!!*, *Blue Exorcist*, *Angel Beats!*)

Produced by

Director: Takahiro Omori (*Baccano!*, *Durarara!!*, *Hell Girl*)

Studio: Brain's-Base (*Baccano!*, *Durarara!!*, *Spice and Wolf II*)

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Further information about product specifications, release date, and the premium edition of *Natsume's Book of Friends* (working title; JPN: Natsume Yujin-cho) will be available soon at NISAmerica.com.

Natsume's Book of Friends seasons 1-3 can currently be viewed at crunchyroll.com/natsume

About NIS America

In 2003, NIS America was established in Southern California to bring exciting, one-of-a-kind Japanese culture to North America. NIS America's team members devote themselves to the fans. Their respect for their fans is at the heart of everything they do. As an established entertainment publisher in the U.S., NIS America is committed to continuous growth and improvement.

NIS America is a subsidiary of Nippon Ichi Software, Inc., a Japanese company famous for its unique line of strategy RPGs with titles such as *Disgaea*, *Phantom Brave*, and *Makai Kingdom*. NIS America has also become a publisher of Japanese anime titles, such as *Toradora!*, *WAGNARIA!!*, and *Katanagatari*.

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