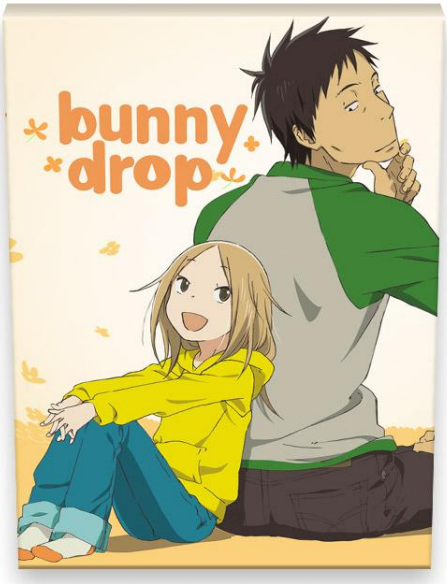
April 30, 2012

BUNNY DROP RELEASES IN NORTH AMERICA THIS AUGUST!

Santa Ana, CA (April 30, 2012) – NIS America, Inc. announced this past Saturday that ***bunny drop*** **Complete Series Premium Edition** will release in North America this August. The series consists of 11 episodes on 2 Blu-rays and 2 DVDs. The premium edition comes in a highly collectible sturdy slipcase with the hardcover art book depicting the various joys and tribulations Daikichi & Rin experience during their first year together. Available at select online retailers: Right Stuf, The Anime Corner Store, Anime Pavilion, Anime Castle, and NIS America's Online Store.

For immediate release



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TITLE:	***bunny drop*** **Complete Series Premium Edition**
SRP:	**$69.99**
RELEASE DATE:	**August 7, 2012**
ITEM #:	**BNY1-BDS-US-PE**
UPC:	**813633012131**
AGE RATING:	**Everyone**
LENGTH:	**11 eps / approx. 251 mins**
FORMAT:	**2 Blu-ray discs and 2 DVDs**
LANGUAGE:	**Japanese audio, English subtitles**

For more information, visit http://NISAmerica.com/

bunny drop Complete Series Premium Edition

About *bunny drop*:
Daikichi, a 30-year-old bachelor, meets the 6-year-old girl Rin at his grandfather Souichi's funeral. It is there that Daikichi and his family learn that Rin is Souichi's direct descendant. When the topic of who would care for her comes up, the family shirks all responsibility of raising this "shameful" child. Reacting emotionally, Daikichi declares his intention to take Rin into his home. This is the story of two very different individuals coming together under one roof and learning what it means to be a family, an experience that teaches Daikichi what it means to be a parent.

About the extras—art book and bonus features:
- *bunny drop* Complete Series Premium Edition comes with a hardcover art book (full color, 28 pages) titled **Rin's First Year** featuring story/character information and luscious art.
- 4 bonus episodes
- Clean opening and ending for each episode (ending sequence produced by GekidanInuCurry)
- *bunny drop* Japanese commercial

Cast
Ayu Matsuura as Rin Kaga (*Welcome to THE SPACE SHOW*)
Hiroshi Tsuchida as Daikichi Kawachi (*Natsume's Book of Friends*)
Kana Ueda as Haruko Maeda (*Fate/Zero, Hayate the Combat Butler, Gurren Lagann*)
Nanako Sudo as Reina Maeda (*Squid Girl*)

Anime Production by Production I.G
Past projects: (*kimi ni todoke -From Me to You-, Ghost in the Shell, Eden of the East*)



*Only a limited quantity of this premium edition will be produced.

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.
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