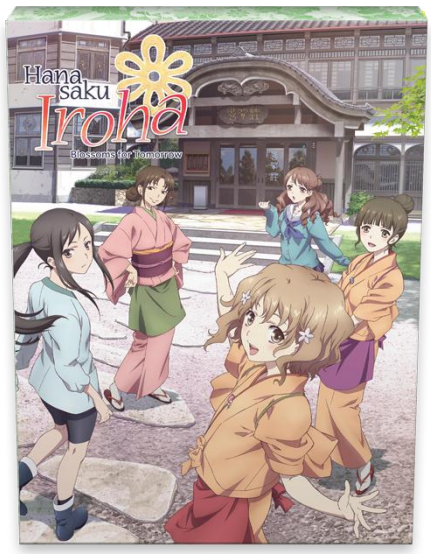
January 10, 2013

FOR IMMEDIATE RELEASE

LET YOUR HEART BLOOM WITH *HANASAKU IROHA ~ BLOSSOMS FOR TOMORROW* ~ THIS APRIL!

Santa Ana, CA (January 10, 2013) – NIS America is happy to announce that ***Hanasaku Iroha ~ Blossoms for Tomorrow ~*** Volume 1 Premium Edition, a heartwarming series full of lovable and memorable characters, will be released in North America on April 9 of this year. The series follows the story of an ordinary high school student, Ohana, who is sent by her free-spirited mother to live and work at her grandmother's hot spring inn. Ohana might be viewed as an unreliable young teenager at first, but soon her honest and pure personality will make you want to cheer for her. *Hanasaku Iroha* will be packaged in a highly collectible slipcase, including 2 Blu-ray discs and 2 DVD discs for your viewing pleasure, and a fan favorite hardcover art book filled with information and detailed artwork from the series. The title will be available at select online retailers this spring: Right Stuf, The Anime Corner Store, Anime Pavilion, and NISA Online Store.

For especially eager fans, NIS America is thrilled to reveal that ***Hanasaku Iroha ~ Blossoms for Tomorrow ~*** Volume 2 Premium Edition will be released in July, only a few months after the release of the initial volume.



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TITLE:	***Hanasaku Iroha ~ Blossoms for Tomorrow~* Volume 1 Premium Edition**
MSRP:	**$69.99**
RELEASE DATE:	**April 9, 2013**
ITEM #:	**IRO1-BDS-US-PE**
UPC:	**813633012742**
AGE RATING:	**Teen**
LENGTH:	**Approx. 308 mins/13 eps**
FORMAT:	**2 Blu-ray, 2 DVD disc set**
LANGUAGE:	**Japanese audio, English subtitles**

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

Hanasaku Iroha ~ Blossoms for Tomorrow ~ Volume 1 Premium Edition

About the show:
Ohana was living a normal high school life in Tokyo until her mother ran off with a debt-dodging boyfriend and sent her to live with her grandmother, who owns a rural hot spring inn called Kissuiso. Thrust into a life where the customers always come first, Ohana struggles to find her place at the inn and fit in with her fellow coworkers. Yesterday, Ohana was an ordinary high school student. Today, she's an attendant at a hot spring inn. Tomorrow, will she bloom...?

About the extras:
- Hardcover art book, (full color, 36 pages) which enhances the viewing experience, making it even more enjoyable by providing detailed character info, rough sketches, must-read artist interviews and setting illustrations.
- Clean openings, endings, and Japanese trailers.

Cast
Kanae Ito as Ohana Matsumae (*Haganai, A Certain Scientific Railgun*)
Chiaki Omigawa as Minko Tsurugi (*Arakawa Under the Bridge x Bridge, Hidamari Sketch*)
Aki Toyosaki as Nako Oshimizu (*K-ON!, Zakuro*)
Haruka Tomatsu as Yuina Wakura (*anohana: The Flower We Saw That Day, Katanagatari*)
Mamiko Noto as Tomoe Wajima (*kimi ni todoke, Hell Girl, Clannad, Ghastly Prince Enma Burning Up*)

Produced by
Animation: **P.A. Works** (*Angel Beats!, Another*)
Director: **Masahiro Ando** (*CANAAN, Blast of Tempest*)
Series Composition: **Mari Okada** (*Toradora!, anohana, Black Rock Shooter*)



For more information, visit **NISAmerica.com/Iroha**

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!, anohana: The Flower We Saw That Day* and *bunny drop*.

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