June 6, 2013

FOR IMMEDIATE RELEASE

YURUYURI SEASON 1 PREMIUM EDITION TO BRING TONS OF GIRLS' LOVE YOUR WAY THIS FALL!

Santa Ana, CA (June 6, 2013) – NIS America is happy to announce that ***YURUYURI*** Season 1 Premium Edition, the charming series revolving around the "important" and hilarious discussions and adventures that Akari, Kyoko, Yui, and Chinatsu face as the four sole members of the self-proclaimed middle school Amusement club will be released in North America on September 3 of this year. *YURUYURI* will be packaged in a highly collectible slipcase, including 2 Blu-ray 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 following select online retailers this fall: Right Stuf, The Anime Corner Store, Anime Pavilion, and NISA Online Store.



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YURUYURI Season 1 Premium Edition

About the show:
Right after starting middle school, Akari Akaza joins the Amusement club, whose only other members are her two childhood friends, Kyoko Toshino and Yui Funami. Chinatsu Yoshikawa, Akari's classmate, becomes the fourth member after falling head over heels for Yui. The Amusement club meets at the abandoned tea ceremony room and has no clear purpose, leaving the girls to do whatever they want. More often than not, Kyoko stirs up some wild scheme to get everyone in trouble, and all as a means to pass the time and experience the ideal middle school life!

About the extras:
- Hardcover art book (full color, approx. 32 pages) complete with episode guide, character and promotional art, and interviews with the Amusement club and student council members.
- Clean openings, endings, and B-side episode previews.

Cast
Shiori Mikami as Akari Akaza (*Ixion Saga Dimensional Transfer, Shining Hearts*)
Yuka Otsubo as Kyoko Toshino (*Ai Mai Mi, Vividred Operation*)
Minami Tsuda as Yui Funami (*BRAVE 10*, *Hanasaku Iroha ~ Blossoms for Tomorrow ~*, *Yuyushiki*)
Rumi Okubo as Chinatsu Yoshikawa (*Yuyushiki, Pretty Rhythm, Place to Place)*

Produced by
Animation: **Dogakobo** (*Myself; Yourself, Koihime Muso*)
Director: **Masahiko Ohta** (*Kotoura-san, Mitsudomoe, Minami-ke*)

TITLE:	***YURUYURI*** **Season 1 Premium Edition**
MSRP:	**$64.99**
RELEASE DATE:	**September 3, 2013**
ITEM #:	**YRY1-BRD-US-PE**
UPC:	**813633013107**
AGE RATING:	**Teen**
LENGTH:	**Approx. 288 mins/12 eps**
FORMAT:	**2 Blu-ray disc set**
LANGUAGE:	**Japanese audio, English subtitles**

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



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

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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