

FOR IMMEDIATE RELEASE

**AKIRA Blu-ray TO BE RELEASED UNDER
“HONNEAMISE” LABEL SIMULTANEOUSLY
IN THE U.S. AND IN JAPAN**

**Katsuhiro Otomo’s Sci-Fi anime masterpiece to be released
in Full HD and with enhanced audio**

September 26, 2008 – Bandai Visual Co., Ltd. announced today that it will release the *Akira* Blu-ray in the U.S. under the “Honneamise” label on February 24, 2009 at the SRP of \$49.98. Distribution will be handled by Bandai Entertainment Inc. In Japan, *Akira* Blu-ray will be released on February 20, 2009 at the SRP of 8.190 JPY.

For many fans, *AKIRA* is the film that introduced the world of anime to the western audience. Directed by Katsuhiro Otomo from his own bestselling manga, it became an international sensation when the film was first released in 1990. Even now, *AKIRA* stands as a monument of exceptional animation and is certainly one of the most influential anime ever.

The *AKIRA* Blu-ray will feature visuals from a new Hi-Def transfer made from original materials and include English and Japanese audio and with optional English and Japanese subtitles. In an industry first, the disc will also contain a 192 KHz 24 bit audio stream.

Additional specs are as follows (subject to change):

--Blu-ray Disc /Color/124 min. / Japanese & English audio tracks* / Japanese & English subtitles

*Japanese audio for main feature only will be 192 kHz 24bit

--Dolby True HD (5.1ch), Linear PCM (Dolby Surround) / AVC/BD50G / 16:9 <1080p High Definition>

--Bonus Material: Teaser No.1, Teaser No.2, TV Commercial, Trailer No.1, Trailer No.2,
Storyboards

--Bonus Item: Special 20p Booklet

About Bandai Entertainment Inc.

Bandai Entertainment Inc. is a subsidiary of Namco Bandai Holdings (USA) Inc. and the premier distributor of Japanese animation on DVD and programming for television broadcast in North America. Titles include *Code Geass Lelouch of Rebellion*, *Gurren Lagaan*, *The Melancholy of Haruhi Suzumiya*, *Cowboy Bebop*, *Outlaw Star*, *Escaflowne*, *Ghost in the Shell: Stand Alone Complex*, *Gundam Seed Destiny*, *My Hime*, and many more.

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About HONNEAMISE

HONNEAMISE (pronounced “Oh-Nee-A-Meese”) refers to a kingdom located in an imaginary planet similar to earth. That kingdom became the setting for the first Bandai Group film production “Royal Space Force: The Wings of Honneamise,” in 1987 and is the name of the premium label for Bandai Visual’s domestic and international releases.

About Bandai Visual Co., Ltd.

Bandai Visual Co., Ltd., founded in August 1983, is a Japanese company that develops, produces and distributes film, TV and home entertainment media. As a pioneer of the Japanese animation scene Bandai Visual continues to lead the market. As part of Namco Bandai Group Bandai Visual hopes to expand and emulate its success in international markets.

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