



Viz Press Release

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VIZ TEAMS WITH BGI FOR EXCITING INUYASHA PROMOTIONS

Borders and Waldenbooks to offer variety of exclusive VIZ premiums in support of the wildly popular INUYASHA

San Francisco, CA, September 7, 2004 – VIZ, LLC, one of the leading publishers and distributors of manga and anime for North American audiences, has announced that it will team with Borders Group, Inc., (BGI), the parent company of Borders and Waldenbooks, to co-promote the Inuyasha DVD and manga titles released by VIZ. These exciting offerings include the new feature film, *INUYASHA: Affections Touching Across Time*, the INUYASHA First Season DVD box set, and a special Graphic Novel box set, which includes Vol.19 and a limited edition Inuyasha figurine.

Beginning this fall, BGI will be supporting the Inuyasha campaign with vivid, full color Inuyasha floor displays in 700 Waldenbooks stores nationally. The displays will feature the movie, the DVD box set, the Ani-Manga and the graphic novels, all distributed by VIZ.

VIZ and BGI will also offer a special, limited edition Demon Box Set that will feature the latest manga episode of the series – Volume 19 packaged with a rare action figure of Inuyasha in his demon form. BGI will also be offering a special Inuyasha DVD box set containing the entire first season's 27 episodes of the Inuyasha television series. As an added enticement to fans, the DVD edition of the first full-length Inuyasha feature film offered in the U.S. – *INUYASHA: Affections Touching Across Time* will come with a special 3D lenticular cover. These premium items will only be available at Borders and Waldenbooks locations for a limited time. In addition, VIZ will support the home video launch of the Inuyasha movie through a series of television spots set to air on MTV, MTV2, G4TechTV, FUSE and Cartoon Network beginning in September.

The series is based on a popular manga graphic novel by Rumiko

Takahashi and enjoys tremendous popularity both in North America and Japan. Inuyasha has spawned three feature films in Japan, with a fourth currently in production. Fans have clamored for the domestic release of *INUYASHA: Affections Touching Across Time* and VIZ, BGI and Animerica magazine recently co-sponsored free theatrical screenings of the film in several North American cities following the formal July premiere at Comic-Con in San Diego, CA, in July where hundreds of excited fans lined up for hours to get the first peek at the movie.

"VIZ is thrilled to partner with BGI to promote the DVD release of *INUYASHA: Affections Touching Across Time*," says Liza Coppola, vice president of marketing and sales for VIZ. "Developing and executing such a robust and comprehensive promotional campaign with a leading retailer such as BGI will continue to create excitement and fan interest for the film's release on DVD, the first season box set and special Demon Box Set. BGI recognizes the popularity of anime and manga and VIZ looks forward to opportunities to partner with them in the future."

Inuyasha is one of the most successful anime and manga properties in North America and continues to remain one of the top rated shows on Cartoon Network's Adult Swim. VIZ, LLC is the exclusive distributor for both the manga and anime series in North America selling over 700,000 copies of the Inuyasha DVD's since it debuted in North America in 2002.

About VIZ, LLC

Founded in 1986, VIZ is a multi-media entertainment company specializing in Japanese entertainment properties for U.S. audiences. VIZ offers an integrated product line including magazines, graphic novels, videos, DVDs and audio soundtracks. Each month, VIZ publishes three magazines – ANIMERICA, ANIMERICA EXTRA and SHONEN JUMP; over 20 graphic novel titles, including ALICE 19th, BOYS OVER FLOWERS, DRAGON BALL Z, FUSHIGI YÛGI, GUNDAM, INUYASHA, RANMA 1/2, and YU-GI-OH!; and distributes home video for BOYS OVER FLOWERS, HAMTARO, INUYASHA, POKÉMON, PROJECT ARMS, and ZOIDS.

Based in San Francisco, VIZ is one of the top five comics publishers in the U.S. and a subsidiary of Shogakukan and Shueisha Inc., two of the top publishers in Japan. VIZ is the leading publisher of manga for English speaking audiences, serving a growing market of dedicated fans of all ages. Estimating a core audience of nearly 15 million fans, the company holds more than a 50% market share of Japanese comics in the U.S. With some of the most innovative products in the industry, VIZ has expanded its offerings to its loyal fans through web sites such as, www.shonenjump.com, and its corporate site, www.viz.com.