

FOR IMMEDIATE RELEASE

Exclusive Weiss Schwarz Promotional Card to be included in Sword Art Online Blu-Ray Release

Los Angeles, CA (July 5, 2013) – To commemorate the home entertainment release of the popular animated series “Sword Art Online,” Aniplex USA will be including an exclusive Sword Art Online promotional card from Bushiroad’s English Edition Weiss Schwarz trading card game in the Blu-Ray Box Set Vol. 1.

The Sword Art Online Blu-Ray Box Set Vol. 1: Aincrad Part 1 will release on August 13, 2013.

The promotional card features the show’s main characters Kirito and Asuna, and will be a useable card for the collectible trading card game, Weiss Schwarz. It will only be available with the Blu-Ray version.

Weiss Schwarz is a popular card gaming system in Japan, and features various licensed anime characters, including those from “Puella Magi Madoka Magica” and “Fate/Zero.” Bushiroad recently began offering organized play support and expanded English product offerings starting in June 2013.

Bushiroad Group Publishing Inc. consists of 5 sub-entities: Bushiroad Inc., Bushiroad South East Asia Pte Ltd, Bushiroad USA Inc., Bushiroad Media, and New Japan Pro-Wrestling Co., Ltd.

Bushiroad South East Asia Pte Ltd was established in Singapore on November 12, 2011 in order to expand the overseas market for Bushiroad card games such as Cardfight!! Vanguard, Weiß Schwarz, Chaos TCG and Victory Spark.

Bushiroad USA Inc. was established in Los Angeles, California on May 18, 2012, to better cater to the growing demand and interest in Cardfight!! Vanguard from both players and retailers in the USA.

Bushiroad (Japanese) - <http://bushiroad.com/>

Bushiroad (English) - <http://bushiroad.fm/>

Weiß Schwarz (Japanese) - <http://ws-tcg.com/>

Weiß Schwarz (English) - <http://ws-tcg.com/en/>

Cardfight!! Vanguard Website (Japanese) - <http://cf-vanguard.com/>

Cardfight!! Vanguard Website (English) - <http://cf-vanguard.com/en/>

Buddyfight (Japanese) - <http://fc-buddyfight.com/>

ChaosTCG (Japanese) - <http://chaos-tcg.com/>

Victory Spark - <http://vs-tcg.com/>

Monster Collection - <http://moncolle-tcg.com/>