

JANUARY '12

# NEW RELEASES

FUNIMATION®



# Dragon Ball Z – Movie Pack #3 (Movies 10-13)

## Key Selling Points

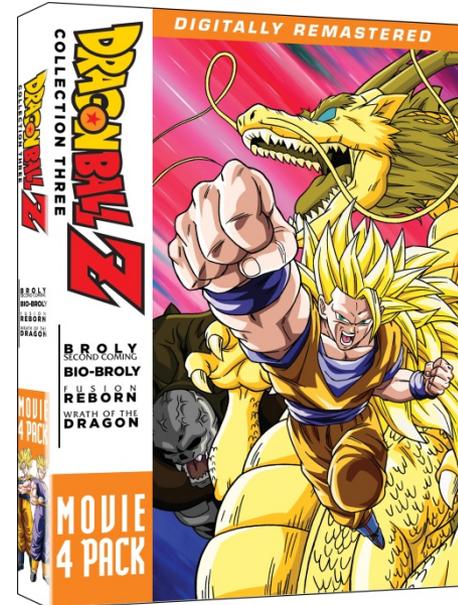
- Dragon Ball Z movies Ten – Thirteen together in one collection at a great low price!
- Online and Social Media campaign focused on core Dragon Ball Z anime and gaming fans
- Dragon Ball Z movies currently airing on Nicktoons this Fall!
- Dragon Ball Z was the #1 selling U.S. Anime property from 2001 - 2008 and the #1 selling U.S. Anime Franchise Series from 2001 - 2010 (Source: Nielsen VideoScan)
- Over 25 Million DVDs of DBZ franchise have sold in the U.S. alone.
- \$5 Billion in merchandise sales worldwide

## Synopsis

Treat yourself to a night at the movies with the Dragon Ball Z Film Collection Three! This epic collection – featuring films ten through thirteen – is the final step in your quest to attain every DBZ movie ever made! The Dragon Ball Z Film Collection Three: more action than you can handle!

- Broly: Second Coming
- Bio-Broly
- Fusion Reborn
- Wrath of the Dragon

**Content Comp Titles:** Dragon Ball, Dragon Ball Z, Yu Yu Hakusho



## WATCH THE TRAILER!

Studio:	FUNimation
Street Date:	1/3/12
Pre-Order:	11/29/11
Catalogue #:	FN-08888
Material #:	8090164
UPC:	704400088889
SRP:	\$ 29.98
Run Time (min):	210
Genre:	Action, Comedy
# of Discs:	4
Rating:	TVPG
Language:	English

# My Bride is a Mermaid – Complete Box Set

## Key Selling Points

- Targeted Online Marketing campaign focusing on sites such as Anime News Network, the Google Network, and more!
- Online promotional video clips and social media support via such outlets as our over 260K subscribers on YouTube, and our more than 350K followers at Facebook
- The only yakuza mermaid anime, that Anime News Network calls “....an all-out comic assault”
- Should appeal to fans of American Pie, There’s Something About Mary, and other comedies in that vein
- Music done by the main composer of Naruto Shippuden and Gantz

## Synopsis

Nagasumi’s in hot water after a beautiful, young mermaid named Sun saves him from drowning. The deep-sea sweetheart’s dad is a merman Yakuza prone to executing anyone who learns his family’s scaly secret! Luckily, there’s a catch – if Nagasumi agrees to marry Sun, he just might avoid sleeping with the fishes!

Of course, the honeymoon ends before it even begins when Nagasumi finds his life flooded with gilled gangsters looking out for their boss’s little girl. The kid’s definitely in over his head, but there’s no denying the mermaid’s allure – Nagasumi’s hooked and Sun’s ready to come ashore!

**Content Comp Titles:** Negima!?, Love Hina, Fruits Basket, American Pie



## WATCH THE TRAILER!

Studio:	FUNimation
Street Date:	1/3/12
Pre-Order:	11/29/11
Catalogue #:	FN-09972
Material #:	8090166
UPC:	704400099724
SRP:	\$ 59.98
Run Time (min):	600
Genre:	Action, Comedy
# of Discs:	4
Rating:	TVMA
Language:	English

# Sekirei 2 – Pure Engagement – Complete Season – Blu-ray/DVD Combo – LE

## Key Selling Points

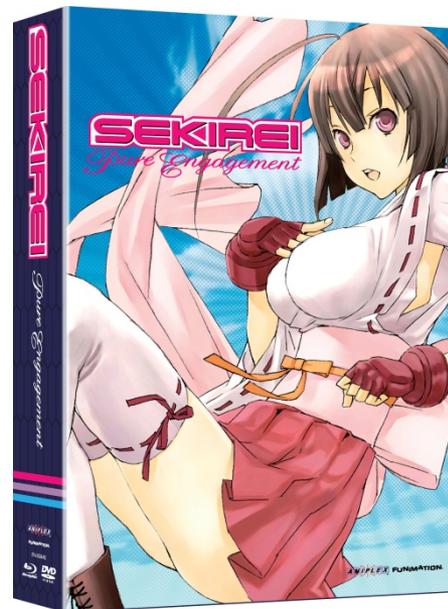
- Marketing campaign to garner over 30 million impressions with a paid online marketing and social media component featuring uncut, redband trailers
- Incredibly high production values
- From studio Aniplex who brought you Fullmetal Alchemist

## Synopsis

Minato and his sexy army of Sekirei are back for more nosebleed-inducing action in this full-figured follow up to the breast action harem anime of all time!

A clandestine organization known as the MBI has issued an edict that threatens to end the lives of Minato and his luscious companions once and for all! The cutthroat organization's Sekirei Plan will force all busty brawlers and their masters to engage in a flesh-baring fight to the finish. Only one amazing pair will be left standing when this curvaceous cavalcade of carnage has come to a conclusion. Does Minato have what it takes to survive the bombastic barrage of breast-jiggling blows coming his way in this titillating sequel? Only one thing is certain: the booby traps abound and the measurements are mesmerizing in Sekirei Pure Engagement!

**Content Comp Titles:** Love Hina, Ah! My Goddess, The 40 Year Old Virgin



## WATCH THE TRAILER!

Studio:	FUNimation
Street Date:	1/3/12
Pre-Order:	11/29/11
Catalogue #:	FN-05841
Material #:	8090167
UPC:	704400058417
SRP:	\$ 69.98
Run Time (min):	300
Genre:	Comedy, Fantasy
# of Discs:	5
Rating:	TVMA
Language:	English

# X – Complete Series - Classic

## Key Selling Points

- Targeted marketing campaign focusing on the anime consumer expected to generate over 18 million impressions
- Additional promotional support as a part of Anime Classics marketing campaign, showcasing several standout titles through online, social media and print, generating over 45 million impressions per quarter.
- From the Director of Ninja Scroll and Vampire Hunter D: Bloodlust
- One of CLAMP's more recent series--Tsubasa Reservoir Chronicle--continues to top best-seller lists from USA Today and the New York Times, and has sold more than 1 million copies in the U.S.
- X manga available from VIZ, X content featured in TOKYOPOP's publication of CLAMP no Kiseki Magazine
- Animation from MADHOUSE, known for Black Lagoon, Death Note, Ninja Scroll, Vampire Hunter D: Bloodlust
- Score from Japanese Academy Award Winner Naoki Sato
- X (The 24 episode TV series and OVA) has previously sold more than 150,000 units in the U.S. – Nielsen VideoScan

## Synopsis

Based on the series from the international manga powerhouse CLAMP.

Kamui stands alone at the crossroads between salvation and Armageddon. Destiny demands that this tormented young man decide the fate of a world he no longer belongs in. Torn between rival orders of superhuman warriors, the time has come for Kamui to choose his side. Either he fights with the Dragons of Heaven – fights to save civilization and the two friends he swore to always protect, or he must draw swords alongside the Dragons of Earth and deliver a death blow to the human race. Whatever his choice, there will be consequences. Friends will change. Friends will die. Life will never be the same. There's a last time for everything. That time is now.

**Content Comp Titles:** Highlander, Basilisk, Trinity Blood



## WATCH THE TRAILER!

Studio:	FUNimation
Street Date:	1/3/12
Pre-Order:	11/29/11
Catalogue #:	FN-06798
Material #:	8090169
UPC:	704400067983
SRP:	\$ 39.98
Run Time (min):	625
Genre:	Sci-Fi, Action
# of Discs:	4
Rating:	TV14
Language:	English

# Hetalia – World Series 1 (Season 3) – LE

## Key Selling Points

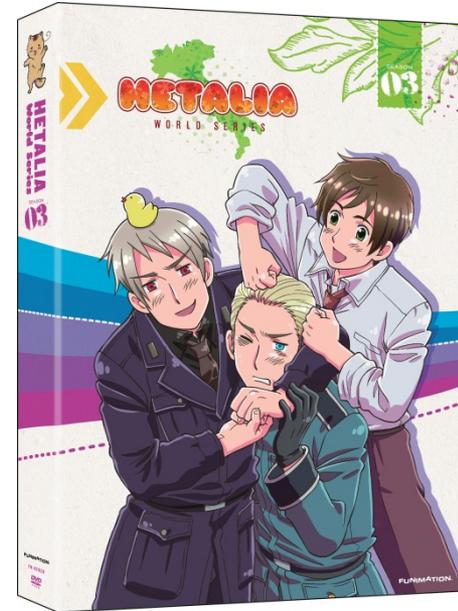
- Marketing across print, online, social media and special events to reach over 60 million impressions
- Based on the New York Times Best Selling Manga series
- One of ICV2's 10 hottest pop culture properties for 2010
- Worldwide passionate fanbase has made Hetalia a global phenomenon!

## Synopsis

Forget everything you learned in history class, and imagine all the nations of the world as cute guys hanging out on a wildly inappropriate reality show. Now, toss in every stereotype ever and prepare to pledge allegiance to your favorite superpower in Hetalia Axis Powers!

Maybe you'll surrender to Italy's charms. He's a sweetie who's always got a noodle in his mouth and he's BFF with blue-eyed Germany and shy Japan. Sounds nice, right? Of course, their friendship sort of causes World War II, but is that really such a big deal? Not if it means those adorable allies France, America, and England will be stormin' the beach! No matter who comes out on top, victory is yours! Now ditch your textbooks and try to keep up, because history happens fast in Hetalia Axis Powers!

**Content Comp Titles:** Hetalia, South Park, Shin Chan, Ouran HSHC



## WATCH THE TRAILER!

Studio:	FUNimation
Street Date:	1/17/12
Pre-Order:	12/13/11
Catalogue #:	FN-07928
Material #:	8090171
UPC:	704400079283
SRP:	\$ 39.98
Run Time (min):	130
Genre:	Comedy
# of Discs:	2
Rating:	TVMA
Language:	English

# Fairy Tail – Part 3 – Blu-ray/DVD Combo

## Key Selling Points

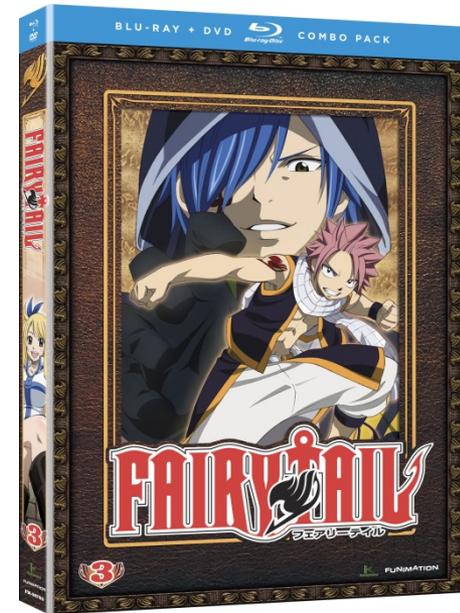
- Full integrated print, online, mobile and social media marketing campaign with over 50MM impressions
- Long-running action/adventure series will appeal to core male anime fans
- Each new release of Japanese manga has consistently performed in the top 5 since 2007
- Consistent top performer for US manga

## Synopsis

Across the Fiore kingdom, wizards join guilds and make their pay by filling magical needs—but one guild has a reputation as the roughest, rowdiest, most dangerous of all: Fairy Tail!

The guild-on-guild mayhem continues as Fairy Tail struggles to fend off Phantom Lord—whose Element 4 must be defeated in order to disable a massive magic cannon aimed at guild headquarters! With a never surrender attitude, Natsu and his friends push their powers to the limit to protect Lucy and save Magnolia from total annihilation! Then, Erza's tortured past returns to haunt her when estranged friends ambush a well-deserved vacation. Her team tracks them down to a looming tower where a possessed wizard close to Erza's heart puts them in a sinister game of life or death!

**Content Comp Titles:** Bleach, Soul Eater, One Piece



## WATCH THE TRAILER!

Studio:	FUNimation
Street Date:	1/24/12
Pre-Order:	12/20/11
Catalogue #:	FN-08765
Material #:	8090174
UPC:	704400087653
SRP:	\$ 54.98
Run Time (min):	300
Genre:	Fantasy, Action
# of Discs:	4
Rating:	TV14
Language:	English

# Phantom – Requiem for the Phantom – Blu-ray/DVD Combo

## Key Selling Points

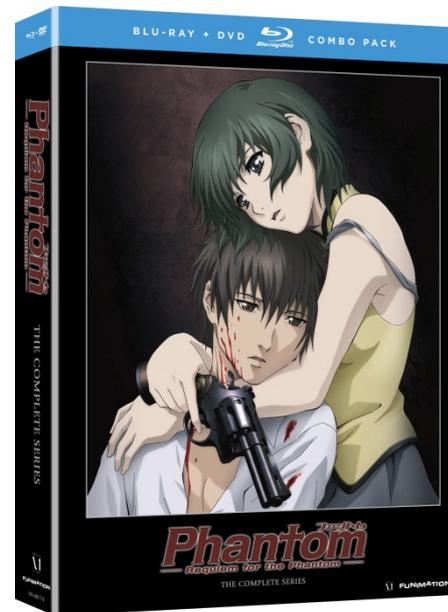
- Full Online Marketing Campaign aimed at Males who love High Action Assassin shows
- From the Director of Noir
- By BeeTrain, the animation studio of .hack//, Murder Princess, Madlax & El Cazador
- Visual Novel game released as Phantom of Inferno released in US and will be available on the XBOX360 summer of 2010

## Synopsis

A young man with no memories fights to salvage his humanity when he's forced into a life of murder by a dangerous crime syndicate called Inferno. The organization gives him a new name, Zwei, and molds him into a perfect killing machine, a meticulous instrument of death created to obey his masters' every deadly command.

Zwei's not the only puppet controlled by Inferno; Ein is a girl as beautiful as she is brutal, as lethal as she is lost. While mafia violence escalates around them, the two assassins grow closer, and Zwei begins the struggle to reclaim his past and save Ein from a blood-soaked future.

**Content Comp Titles:** The Professional, Bourne Identity, Gunslinger Girl, Darker than Black, Black Cat



## WATCH THE TRAILER!

Studio:	FUNimation
Street Date:	1/24/12
Pre-Order:	12/20/11
Catalogue #:	FN-08774
Material #:	8090175
UPC:	704400087745
SRP:	\$ 74.98
Run Time (min):	650
Genre:	Action, Mystery
# of Discs:	7
Rating:	TVMA
Language:	English

# B Gata H Kei – Yamada’s First Time – Complete Series – Blu-ray/DVD Combo – LE

## Key Selling Points

- Marketing across print, online, social media and events throughout Winter 2012 to bring over 30 million impressions
- Directed by Yusuke Yamamoto (Ranma ½, Welcome to the NHK, Vandread)

## Synopsis

OMG! There’s this girl at school, Yamada, who wants to make like a hundred sex friends. She totally thinks she can devirginize one hundred different boys! Can you believe that? That’s like every boy in the school. Who does she think she is? I heard from my friend’s neighbor’s cousin’s lab partner that Yamada’s never even been kissed. Oh. My. God. I would totally die. That’s like burn all your makeup and shave off your eyebrows embarrassing. I can’t even think about it. Today at lunch I saw Yamada flirting, like for reals flirting, with that geek Kosuda. You know the guy. Photography club, no muscles, boring face, kind of reminds you of a black-and-white movie. Super lame. If Yamada can’t even make the sex with him, she’ll never score a hundred cherry boys. She needs to take like Sex Ed or something because I heard she can’t give it away!

**Content Comp Titles:** American Pie, Rosario + Vampire, Girls Bravo



## WATCH THE TRAILER!

Studio:	FUNimation
Street Date:	1/31/12
Pre-Order:	12/27/11
Catalogue #:	FN-08940
Material #:	8090178
UPC:	704400089404
SRP:	\$ 69.98
Run Time (min):	300
Genre:	Comedy, Fantasy
# of Discs:	4
Rating:	TVMA
Language:	English

# One Piece – Collection Four

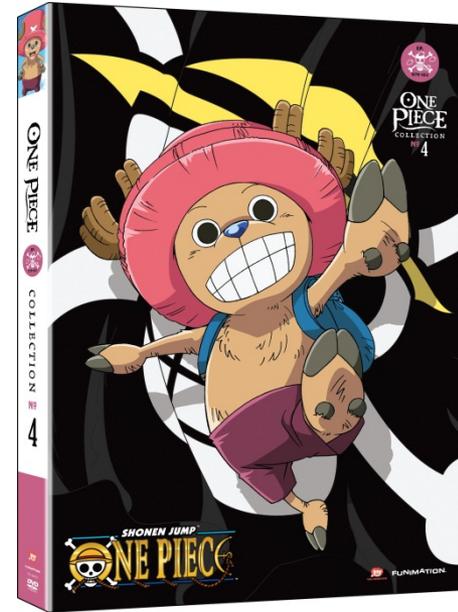
## Key Selling Points

- Online, Social Media & Podcast marketing campaign for DVD release, targeting manga fans, pop-culture, gaming and core One Piece fans to generate over 30 million impressions
- Cross promotions with VIZ Media, One Piece Licensor for U.S. manga as well as within Shonen Jump manga magazine as well as One Piece fan podcast website, OnePiecePodcast.com
- Features 24 uncut and unedited episodes at great low price
- From Toei, the animation studio responsible for Dragon Ball, Dragon Ball Z, Dragon Ball GT, Digimon, and Sailor Moon
- Based on the best-selling Japanese manga series by Eiichiro Oda which has sold over 20 million copies in Japan for the year 2010 alone!
- Manga release from VIZ in the U.S., and serialization in Shonen Jump with a circulation of over 200,000!

## Synopsis

The Straw Hats add an adorable new member to the crew in this collection of twenty-four uncut, unedited episodes! When Nami the Navigator is stricken by a mysterious illness, Luffy and his mates seek medical attention on a frosty island where the locals don't take kindly to pirate trespassers. Their only hope is finding a doctor – human or animal – that can save Nami and get them back on their way to Alabasta! Showdowns with angry assassins and a cigar-chomping marine captain loom on the horizon, but there may yet be hope for the Straw Hats. A fiery ally from the rubber-man's past is ready to lend a hand as Luffy and company fight to restore peace to Princess Vivi's beloved desert kingdom!

**Content Comp Titles:** Dragon Ball Z, Pirates of the Caribbean, Naruto



## WATCH THE TRAILER!

Studio:	FUNimation
Street Date:	1/31/12
Pre-Order:	12/27/11
Catalogue #:	FN-09472
Material #:	8090179
UPC:	704400094729
SRP:	\$ 34.98
Run Time (min):	650
Genre:	Action, Comedy
# of Discs:	4
Rating:	TV14
Language:	English

# S.A.V.E.

## Super Amazing Value Edition

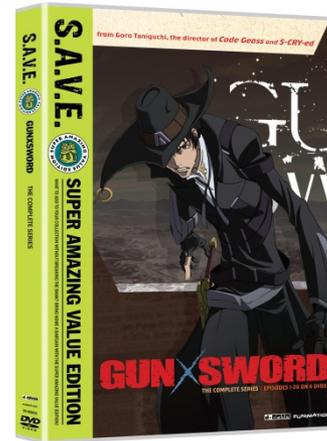
Discovering a new favorite anime is more affordable than ever thanks to S.A.V.E. – the Super Amazing Value Edition! This unique offer from FUNimation gives both devoted – and casual – anime fans an opportunity to sample a wide range of titles at an established, discounted price. From intergalactic adventures to the hilarious hi-jinks of magical girls, discovering something new in the world of anime has never been easier on your budget.

## Gun X Sword – Complete Box Set

**Content Comp Titles:** Wild Wild West, Burst Angel, Linebarrels of Iron

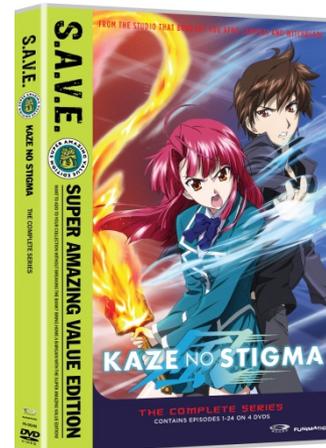
## Kaze No Stigma – Complete Series

**Content Comp Titles:** Avatar, The Last Airbender, Heroes, X, Death Note



### WATCH THE TRAILER!

Studio:	FUNimation
Street Date:	1/3/12
Pre-Order:	11/29/11
Catalogue #:	FN-09903
Material #:	8090165
UPC:	704400099038
SRP:	\$ 29.98
Run Time (min):	650
Genre:	Action, Comedy
# of Discs:	5
Rating:	TV14
Language:	English



### WATCH THE TRAILER!

Studio:	FUNimation
Street Date:	1/17/12
Pre-Order:	12/13/11
Catalogue #:	FN-08349
Material #:	8090172
UPC:	704400083495
SRP:	\$ 29.98
Run Time (min):	576
Genre:	Action, Comedy
# of Discs:	4
Rating:	TV14
Language:	English

# S.A.V.E.

## Super Amazing Value Edition

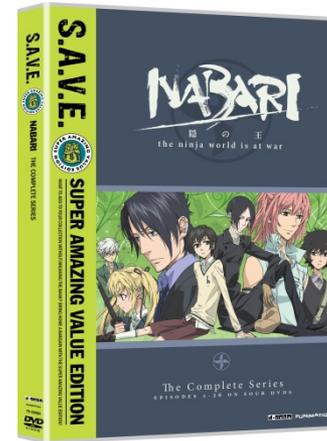
Discovering a new favorite anime is more affordable than ever thanks to S.A.V.E. – the Super Amazing Value Edition! This unique offer from FUNimation gives both devoted – and casual – anime fans an opportunity to sample a wide range of titles at an established, discounted price. From intergalactic adventures to the hilarious hi-jinks of magical girls, discovering something new in the world of anime has never been easier on your budget.

## Nabari no Ou – The Complete Series

**Content Comp Titles:** Naruto, The Twilight Saga

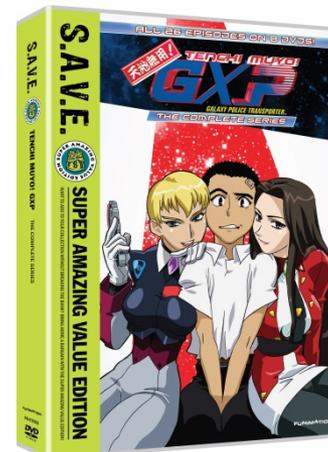
## Tenchi Muyo GXP – Box Set

**Content Comp Titles:** Tenchi Muyo!, Excel Saga, Love Hina



### WATCH THE TRAILER!

Studio:	FUNimation
Street Date:	1/17/12
Pre-Order:	12/13/11
Catalogue #:	FN-09986
Material #:	8090173
UPC:	704400099861
SRP:	\$ 29.98
Run Time (min):	650
Genre:	Action, Drama
# of Discs:	4
Rating:	TV14
Language:	English



### WATCH THE TRAILER!

Studio:	FUNimation
Street Date:	1/24/12
Pre-Order:	12/20/11
Catalogue #:	FN-07692
Material #:	8090176
UPC:	704400076923
SRP:	\$ 29.98
Run Time (min):	650
Genre:	Comedy, Action
# of Discs:	8
Rating:	TVPG
Language:	English

ORDER DUE DATE	STREET DATE	TITLE	CAT #	UPC	SRP	MATERIAL #	ISBN	RUN TIME
11/29/11	1/3/12	Dragonball Z - Movie Pack #3 - Movies 10-13	FN-08888	704400088889	\$29.98	8090164	1-4210-2434-9	210
11/29/11	1/3/12	Gun X Sword - Complete Box Set - S.A.V.E.	FN-09903	704400099038	\$29.98	8090165	1-4210-2433-0	650
11/29/11	1/3/12	My Bride is a Mermaid - Complete Box Set	FN-09972	704400099724	\$59.98	8090166	1-4210-2440-3	600
11/29/11	1/3/12	Sekirei 2 - Complete Series with Ender Box - Blu-ray/DVD Combo - LE	FN-05841	704400058417	\$69.98	8090167	1-4210-2441-1	300
11/29/11	1/3/12	Sekirei 2 - Complete Series - Blu-ray/DVD Combo - Alt	FN-05842	704400058424	\$64.98	8090168	1-4210-2442-X	300
11/29/11	1/3/12	X - Complete Series - Classic	FN-06798	704400067983	\$39.98	8090169	1-4210-2443-8	625
12/13/11	1/17/12	Hetalia - World Series 1 (Season 3) - LE	FN-07928	704400079283	\$39.98	8090171	1-4210-2458-6	120
12/13/11	1/17/12	Hetalia - World Series 1 (Season 3) - Alt	FN-07928alt	704400079184	\$34.98	8090170	1-4210-2459-4	120
12/13/11	1/17/12	Kaze No Stigma - Complete Series - S.A.V.E.	FN-08349	704400083495	\$29.98	8090172	1-4210-2437-3	576
12/13/11	1/17/12	Nabari no Ou - The Complete Series - S.A.V.E.	FN-09986	704400099861	\$29.98	8090173	1-4210-2438-1	650
12/20/11	1/24/12	Fairy Tail - Part 3 - Blu-ray/DVD Combo	FN-08765	704400087653	\$54.98	8090174	1-4210-2452-7	300
12/20/11	1/24/12	Phantom - Requiem for the Phantom - Blu-ray/DVD Combo	FN-08774	704400087745	\$74.98	8090175	1-4210-2444-6	650
12/20/11	1/24/12	Tenchi Muyo GXP - Box Set - S.A.V.E.	FN-07692	704400076923	\$29.98	8090176	1-4210-2439-X	650
12/27/11	1/31/12	B Gata H Kei - Yamada's First Time - Complete Series - Blu-ray/DVD Combo - LE	FN-08940	704400089404	\$69.98	8090178	1-4210-2445-4	300
12/27/11	1/31/12	B Gata H Kei - Yamada's First Time - Complete Series - Blu-ray/DVD Combo - Alt	FN-08941	704400089411	\$64.98	8090177	1-4210-2446-2	300
12/27/11	1/31/12	One Piece - Collection Four	FN-09472	704400094729	\$34.98	8090179	1-4210-2447-0	600

**HOMEVIDEO@FUNIMATION.COM**

All Artwork Subject to Change

**CONTACT YOUR FUNIMATION REP OR YOUR  
LOCAL DISTRIBUTOR FOR MORE INFORMATION**

ORDER DUE DATE	STREET DATE	TITLE	CAT #	UPC	SRP	MATERIAL #	ISBN	RUN TIME
11/29/11	1/3/12	Dragonball Z - Movie Pack #3 - Movies 10-13	FN-08888	704400088889	\$29.98	8090164	1-4210-2434-9	210
11/29/11	1/3/12	Gun X Sword - Complete Box Set - S.A.V.E.	FN-09903	704400099038	\$29.98	8090165	1-4210-2433-0	650
11/29/11	1/3/12	My Bride is a Mermaid - Complete Box Set	FN-09972	704400099724	\$59.98	8090166	1-4210-2440-3	600
11/29/11	1/3/12	Sekirei 2 - Complete Series with Ender Box - Blu-ray/DVD Combo - LE	FN-05841	704400058417	\$69.98	8090167	1-4210-2441-1	300
11/29/11	1/3/12	Sekirei 2 - Complete Series - Blu-ray/DVD Combo - Alt	FN-05841alt	704400058424	\$64.98	8090168	1-4210-2442-X	300
11/29/11	1/3/12	X - Complete Series - Classic	FN-06798	704400067983	\$39.98	8090169	1-4210-2443-8	625
12/13/11	1/17/12	Hetalia - World Series 1 (Season 3) - LE	FN-07928	704400079283	\$39.98	8090171	1-4210-2458-6	120
12/13/11	1/17/12	Hetalia - World Series 1 (Season 3) - Alt	FN-07928alt	704400079184	\$34.98	8090170	1-4210-2459-4	120
12/13/11	1/17/12	Kaze No Stigma - Complete Series - S.A.V.E.	FN-08349	704400083495	\$29.98	8090172	1-4210-2437-3	576
12/13/11	1/17/12	Nabari no Ou - The Complete Series - S.A.V.E.	FN-09986	704400099861	\$29.98	8090173	1-4210-2438-1	650
12/20/11	1/24/12	Fairy Tail - Part 3 - Blu-ray/DVD Combo	FN-08765	704400087653	\$54.98	8090174	1-4210-2452-7	300
12/20/11	1/24/12	Phantom - Requiem for the Phantom - Blu-ray/DVD Combo	FN-08774	704400087745	\$74.98	8090175	1-4210-2444-6	650
12/20/11	1/24/12	Tenchi Muyo GXP - Box Set - S.A.V.E.	FN-07692	704400076923	\$29.98	8090176	1-4210-2439-X	650
12/27/11	1/31/12	B Gata H Kei - Yamada's First Time - Complete Series - Blu-ray/DVD Combo - LE	FN-08940	704400089404	\$69.98	8090178	1-4210-2445-4	300
12/27/11	1/31/12	B Gata H Kei - Yamada's First Time - Complete Series - Blu-ray/DVD Combo - Alt	FN-08940alt	704400089411	\$64.98	8090177	1-4210-2446-2	300
12/27/11	1/31/12	One Piece - Collection Four	FN-09472	704400094729	\$34.98	8090179	1-4210-2447-0	600

**HOMEVIDEO@FUNIMATION.COM**

All Artwork Subject to Change

**CONTACT YOUR FUNIMATION REP OR YOUR  
LOCAL DISTRIBUTOR FOR MORE INFORMATION**