

FOR IMMEDIATE RELEASE

March 23, 2017

For Further Information:

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Aniplex Releases Box Office Dub in Theaters

“Ordinal Scale ... activate!” – Kirito/Asuna from Sword Art Online Ordinal Scale

After its sub (Japanese with English subtitles) premium in the United States on March 9, produced by A-1 Pictures, Sword Art Online The Movie – Ordinal surpassed \$1.335 million in ticket sales during the first four days of its North American run. This sets an opening weekend record for an Aniplex of America theatrical release!

Due to the large turnout, SAO – Ordinal Scale will make its return to the big screen on April 22 with the release of the English dub. Join us for our special guests’ panel with the voice actors Bryce Papenbrook (Kirito), Cherami Leigh (Asuna), and the rest of the gang as the characters enter into the AR game of Ordinal Scale. Tickets for this limited engagement are available now. To purchase tickets or for more information head over to: <http://sao-movie.net/us/theater/>