



Brazil's PlayArte Pictures Entretenimento Ltda., Renews Saint Seiya Home Video Deal

Renewal Encompasses Popular Feature Films And Television Series

For Immediate Release:

LOS ANGELES (Date) – Toei Animation Inc has entered into an agreement with Brazilian home video distributor, PlayArte Pictures Entretenimento Ltda. The company has renewed its license with for **Saint Seiya**, which encompasses a significant portion of the **Saint Seiya** library, including five feature-length films and three animated series.

The renewed titles, which have been dubbed in Portuguese, include:

Film

- Saint Seiya, "The False God Eris"*
- Saint Seiya 2, "Hot Battle of the Gods"*
- Saint Seiya 3, "The Legend of the Hot Blooded Boys"*
- Saint Seiya 4, "Warriors of Harumegedon"*
- Saint Seiya 5, "The Heavens Chapter –Overture–"*

Series

- Saint Seiya Hades - Chapter Sanctuary*
- Saint Seiya Hades - Chapter Inferno*
- Saint Seiya Hades - Chapter Elysion*



"Toei Animation is an outstanding partner with an unparalleled portfolio of major branded animated entertainment. We are excited to renew our **Saint Seiya** license and look forward to generating even more success with this renowned title," said Otelo Bettin Coltro/Executive VP.

“We are pleased to continue our association with PlayArte in Brazil,” said Masayuki Endo, President of Toei Animation Inc. “They have been an important partner in making our titles available across the country and cementing a strong Latin American fan base.”

About Toei Animation Inc.

Based in Los Angeles, Toei Animation Inc. is responsible for the program licensing of Toei-produced series to North America, Latin America, South Africa, Australia and New Zealand. Toei’s Los Angeles office also handles all categories of consumer product licensing based on its film and television properties within these territories.

Toei Animation Co., Ltd

Toei Animation Co., Ltd. (Jasdaq:4816) ranks amongst the world’s most prolific animation production studios. The company’s operations include animation development and production, and worldwide marketing and program licensing with sales offices in Paris, Hong Kong and representative office in Shanghai. Since its founding in 1956, Toei Animation Co., Ltd. has produced more than 11,000 episodes of TV series (more than 200 titles) and more than 215 long feature films.

###

CONTACT: SSA Public Relations
David Syatt
dsyatt@ssapr.com
(818) 907-0500