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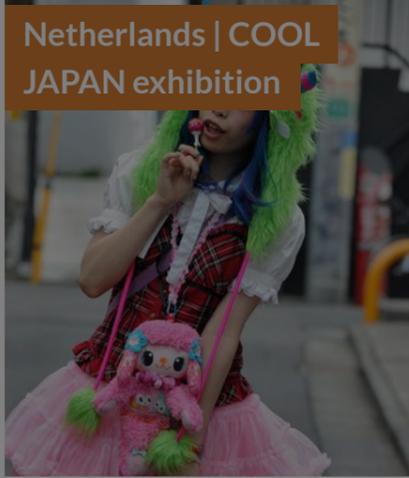


Immerse yourself in the latest trends and content of Japanese anime and popular culture this November, as **Anime Festival Asia 2012** returns to Singapore. Top tier anisong artistes, the latest content and a multi-national team of maids and butlers were among the early highlights announced for the three-day extravaganza from 9 to 11 November. Top Japanese record labels and management companies will also set up showcases during the festival, giving visitors a holistic view of the Japanese entertainment industry's latest offerings. Following Anime Festival Asia's first successful satellite event in Malaysia in June, which saw over 40,000 visitors, another satellite event was held in Indonesia in September. The satellite events, which focus on content relevant to the local markets, will lead up to the flagship regional festival in Singapore - expected to attract at least 85,000 visitors. Festival organisers, Dentsu Singapore and SOZO, shared the first round of highlights for the home-grown festival, now in its fifth year. Held at Singapore Expo, AFA2012 expects to attract both local and regional visitors - from anime enthusiasts, music lovers, to anyone who is interested in Japanese popular culture. Signature offerings including its I Love Anisong concerts, maid and butler cafes, and stage activities will continue to wow the crowds with top industry talent and premium content. A new experience zone, the Japan Future Entertainment Zone, will provide a platform for visitors and businesses to come face-to-face with the companies who have nurtured some of Japan's top stars.

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