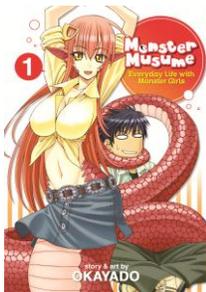


FOR IMMEDIATE RELEASE

**MONSTER MUSUME MANGA CREATOR OKAYADO IS COMING TO ANIME EXPO 2016
OKAYADO's first-ever appearance at a N. America convention!**



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MAY 19, 2016 –BookWalker proudly announces that manga artist OKAYADO, the creator of *Monster Musume*, will be their special guest at Anime Expo 2016 on July 1-4, 2016 at the Los Angeles Convention Center. This will be OKAYADO's first appearance at a North American convention. The creator of the hit romantic comedy manga and anime series about monster girls will be appearing at panels, autograph signings and more, as a guest of BookWalker, an official online store for digital manga and light novels .

OKAYADO will be featured at a spotlight panel at Anime Expo on Saturday, July 2, 2016, at 11:45 AM-12:45 PM in Room LP3/LACC408AB hosted by BookWalker and Seven Seas Entertainment. If you'd like to ask a question to OKAYADO, follow BookWalker on Twitter at [@BookWalker_GL](https://twitter.com/BookWalker_GL), and tweet your question with the hashtag #AskOKAYADOSensei . Send as many questions as you like, but keep in mind that due to the expected volume of responses, not all questions submitted will be read at the panel.

OKAYADO will also be available to meet fans at autograph sessions at AX. Days, times and locations for the signings will be announced on global.bookwalker.jp/info-ax/. To get a ticket for the autograph sessions, just show your physical copy of any volume of *Monster Musume* or *12 BEAST* at BookWalker's booth, #105 at the AX Exhibit Hall. Tickets are limited, so come early to make sure you don't miss out!

Follow BookWalker on [Twitter \(@BookWalker_GL\)](https://twitter.com/BookWalker_GL), on [Facebook](https://www.facebook.com/BookWalker), or sign up for the BookWalker newsletter for more news about OKAYADO's appearances at Anime Expo. Updates and details for OKAYADO's activities with BookWalker can be found at global.bookwalker.jp/info-ax/.

With attendance topping 90,000 in 2015, Anime Expo is the largest anime convention in North America. OKAYADO is looking forward to meeting *Monster Musume* fans at Anime Expo in July. In his message to fans, OKAYADO said,



Mr. OKAYADO

"I am so honored to get the chance to attend Anime Expo this year---but wait is it really okay for me to go?! Do they have the right person? Of all the worthy people, me? Is this okay?! A-a-anyways, I'm going and I'll be sure to do my best! *Yoroshiku Onegaishimasu!*" **OKAYADO's Official Twitter: [@okayado1215](https://twitter.com/okayado1215)**

MONSTER MUSUME: A MONSTER HIT WITH MANGA FANS

Monster Musume, also known as *Monster Musume no Iru Nichijou* and *Monster Musume: Everyday Life with Monster Girls* is the story of an ordinary guy whose life is turned upside down when he gets involved with a very unusual species cultural exchange program, and his home welcomes an array of hot girls, who just happen to be monsters.

The *Monster Musume* manga series debuted in Japan in 2011, in Comic Ryu's *Anthology Comic magazine "Kemomo 02."* It was later picked up for serialization in *COMIC RYU's* Seinen (Men's) magazine, published by Tokuma Shoten. OKAYADO is also the creator of *12 BEAST*, a manga series published by KADOKAWA, and currently being released in North America by Seven Seas Entertainment. In 2015, OKAYADO's *Monster Musume* series won BookWalker's Media Mix Award, an annual user choice award for the most popular manga series that has been made into an Anime.

With nine volumes, and over 2.3 million copies sold in Japan as of February 2016, and all eight volumes of Seven Seas Entertainment's print edition of *Monster Musume* hitting the *New York Times'* Manga Bestsellers list, it's clear that OKAYADO's monster girls have won the hearts of readers in Japan, North America, and beyond. The anime version of *Monster Musume* is currently available via online streaming on Crunchyroll.com, with a future DVD release coming from Sentai Filmworks.

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From May 18 – May 25, new readers can get a \$10 gift card, good for any manga or light novel eBook on BookWalker Global. Just visit global.bookwalker.jp and register for a new account and apply for the campaign at global.bookwalker.jp/info-offers/.

The iOS BookWalker apps for iPhone and iPad are now available on the [Apple App store](http://apple.com) or the BookWalker Android apps on [Google Play](http://google.com).

About BOOKWALKER

BookWalker is the most popular app in Japan for reading digital manga & light novels. There have already been over 1.5 million downloads of the BookWalker apps and users are enjoying 250,000 titles from over 650 publishers including Kodansha, Shueisha, Square Enix, KADOKAWA and more. BOOK WALKER Co. Ltd. is member of KADOKAWA CORPORATION and was founded in 2010. Visit our Japanese site at: bookwalker.jp or English site: global.bookwalker.jp

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