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FOR IMMEDIATE RELEASE

BOOK☆WALKER UNVEILS SITE REDESIGN & NEW TITLES AT NYCC 2015
KADOKAWA's Online Store for Manga & Light Novels direct from Japan

OCTOBER 6, 2015 – Attention New York Comic-Con attendees! Drop by the BookWalker booth at NYCC (#854) for your chance to win prizes! You'll also get a hands-on look at our updated eBook store with over 800 comics and light novels in English, with many titles exclusive to BookWalker.

PREVIEW: NEW BOOK☆WALKER MANGA TITLES AVAILABLE SOON

New manga titles that will be available after October 28, 2015 include:

- **MAOYU : Archenemy and Hero "Become mine, Hero" "I refuse!" vol. 14** by Akira Ishida and Mamare Touno **BookWalker Exclusive**
The story that captivated a million people is now a comic!
- **NINJA SLAYER vol. 4** by Bradley Bond and Philip "Ninj@" Morzez **BookWalker Exclusive**
Running through the darkness, killing with karate skills! A refined ninja comic!
- **MARIA HOLIC vol. 14** by Minari Endou **BookWalker Exclusive**
A new type of pretty-girl screwball romantic comedy with a yuri twist, featuring Kanako, a girl who's more than a little into other girls, and Mariya, a super-sadistic boy in disguise!

More will be added every month. Follow BookWalker on our new Facebook and Twitter pages for updates on new titles and special promotions. Find us on Facebook at:

<https://www.facebook.com/bookwalkerglobal>

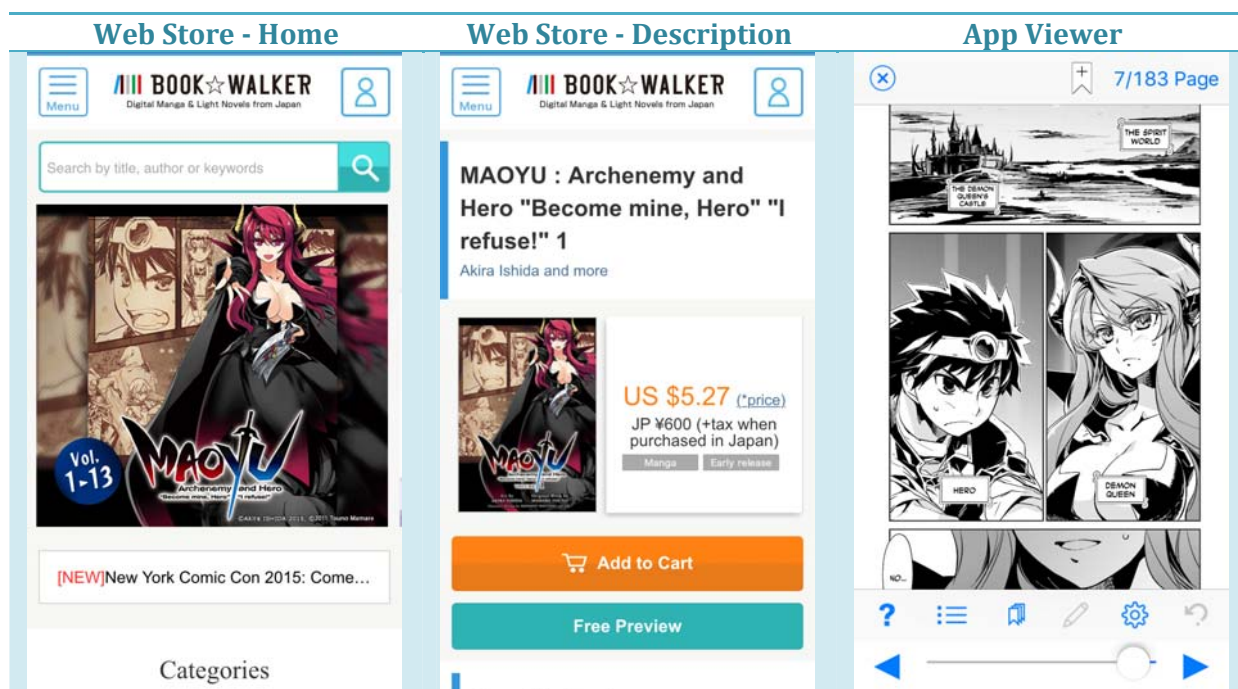
Follow us on Twitter at @BOOKWALKER_GL https://twitter.com/BOOKWALKER_GL

BookWalker manga and light novel titles in English are currently available for purchase in ALL countries worldwide without region restrictions.

NEW FEATURES ADDED TO THE UPDATED BOOK☆WALKER WEBSITE AND APP

BookWalker is gearing up to offer manga and light novel readers around the world access to new, popular and classic titles, with early releases, special promotions and bonus content that you can only get from BookWalker.

For starters, BookWalker's new mobile website for global readers is ready! Take a look here via your mobile device: <http://global.bookwalker.jp/>



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Special promotions will include bookshelf skin, special gift voucher for members, free books of the month, and more!

The iOS BookWalker apps for iPhone and iPad are now available on the Apple App store <https://itunes.apple.com/jp/app/id580775134?mt=8> or the BookWalker Android apps on Google Play: <https://play.google.com/store/apps/details?id=jp.bookwalker.kreader.android.epub>

BOOK☆WALKER AT NEW YORK COMIC-CON

New York Comic-Con attendees are invited take BookWalker for a test drive at the BookWalker booth at NYCC (#854), or try it out on their smartphones, tablets or personal computers. Visitors to the BookWalker booth who show the BookWalker account on their phones or tablets will get a chance to win these prizes:

- **Sword Art Online figures**, based on the gaming fantasy anime/manga/light novel series by Reki Kawahara
- **Fate/stay night figures**, based on the fantasy-adventure visual novel, manga and anime series by Type Moon
- **Ninja Slayer tote bags**, based on the action-adventure manga by Bradley Bond and Philip "Ninj@" Morzez and anime series from Studio Trigger
- Everyone will receive an **\$8 BookWalker gift card**, which can be used to buy almost any manga or light novel on BookWalker.

MEET KADOKAWA BOOK☆WALKER EXECUTIVES AT NY COMIC-CON

KADOKAWA / BOOK WALKER Co. Ltd. executives, including Yoichi Yasumoto, BookWalker President and Norihide Tominaga, VP of Global Business Development will be attending New York Comic-Con, and will be available to answer questions from press. Please contact Norika Suzuki for enquiries or to schedule on-site or email interviews with BookWalker executives at or before NYCC.

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About BOOK☆WALKER

BookWalker is the one of Japan's most popular reading platform to read digital manga & light novels. There have already been over 1.5 million downloads of the BookWalker apps and users are enjoying 200,000 titles from over 600 publishers including Kodansha, Shueisha, Square Enix, KADOKAWA and more. Members can read as much as they want, anytime, anywhere, on nearly any Internet-connected screen. BOOK WALKER Co. Ltd. is member of KADOKAWA CORPORATION and was founded in 2010. Visit our Japanese site at: <http://bookwalker.jp> or English site: <http://global.bookwalker.jp/>

About KADOKAWA

KADOKAWA is one of Japan's largest publishers, with a deep catalog of manga, light novels, and magazines. KADOKAWA has also expanded its business into games and movies, with a media-mix strategy to better promote exciting cultural content in Japan and around the globe. KADOKAWA DWANGO merged operations on Oct. 1, 2014 to establish the world's leading platform for digital entertainment content. <http://www.kadokawa.co.jp/>

About NEW YORK COMIC-CON

New York Comic Con is the second largest pop culture convention in America. NYCC 2015 will be held at the Jacob K. Javits Center in New York City from October 8-11, 2015. For more information about NYCC, visit: <http://www.newyorkcomiccon.com/>