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FOR IMMEDIATE RELEASE

**BOOK☆WALKER CELEBRATES ANIME BOSTON WITH GIVEAWAYS, NEW TITLES
KADOKAWA's Online Store for Manga & Light Novels**

MARCH 15, 2016 – BookWalker returns to N. America with its first anime con appearance of 2016 at Anime Boston. Anime Boston will be held on March 25-27 at the Hynes Convention Center in Boston, Massachusetts. Manga and light novel readers, visit booth #308 for your chance to win prizes, like *Sword Art Online*, *Fate/* and *Kill La Kill* figures, limited edition *Sword Art Online* clear file folders, or a \$10 gift card good toward purchasing any digital manga or light novel title on BookWalker Global.

WIN PRIZES FROM BOOKWALKER AT ANIME BOSTON

There are several ways to win! If you're new to BookWalker, just visit <http://global.bookwalker.jp> and subscribe to our mailing list. Show your "My Account" page to BookWalker booth staff at Anime Boston, and you'll get a chance to try for one of the prizes. For a second chance to win, use your \$10 gift card to purchase any eBook on BookWalker.

Want another chance to take home a prize? Take a photo at the BookWalker booth, follow BookWalker on Twitter at @BOOKWALKER_GL and post your photo on Twitter with the hashtags #AnimeBoston and #BOOKWALKER. Show your tweet to BookWalker booth staff, and you'll get a chance to win one of three *Neon Genesis Evangelion* figures.

Haven't tried BookWalker yet? Anime Boston is also your chance to get a hands-on look at our eBook store. We'll have tablets loaded with a selection of BookWalker titles at our booth so you can check it out for yourself. BookWalker now has over 1,000 comics and light novels in English, with many titles exclusive to BookWalker. Hot manga titles include [Kill La Kill](#), [MAOYU: Archenemy and Hero](#), [Deadman Wonderland](#). We also now have a selection of light novels, including [Dance in the Vampire Bund: Secret Chronicles](#), and [Alice's Tale](#), with more titles being added every week.

MARCH 2016 PROMO: FREE 1-3 CHAPTER MANGA SAMPLERS

Not at Anime Boston? You can still get in on the fun! From now through March 22, 2016, all new users signing up for Book Walker will receive a free \$10 gift card toward any purchase on Book Walker Global.

Also, throughout the month of March, BookWalker is giving readers access to free digital manga samplers, so you can discover your next favorite manga or light novel risk-free. BookWalker will be giving readers up to three chapters to read for free on selected titles, from March 1 – April 1, 2016. Manga included in this free preview promotion include titles from UDON, VIZ Media, Seven Seas Entertainment, and including:

- *Deadman Wonderland*
- *Bloody Mary*

- *Eureka Seven*
- *Future Diary*
- *Kiss of the Rose Princess*
- *Momogumi Plus Senki*
- *Samurai Girl Real Bout High School*
- *The Demon Prince of Momochi House*
- *Saving Life*
- *Kannazuki no Miko*
- *No Game No Life*
- *Merman in my Tub*
- *D-Frag*
- *Haganai*
- *Senran Kagura*
- *I Am Alice: Body Swap in Wonderland*
- *KANOKON*
- *Non Non Biyori*
- *Mushoku Tensei: Jobless Reincarnation*
- *Servamp*
- *Street Fighter*
- *Kill la Kill*
- *The Scarlet Letter*
- *Great Expectations*
- *Manga Classics: Pride and Prejudice*
- *Manga Classics: Les Miserables*
- *F.*
- *MAOYU : Archenemy and Hero "Become mine, Hero" "I refuse!"*
- *Inari Konkon*

Since its relaunch in Fall 2015, BookWalker's Global Store has added 200 volumes of manga and light novels in English to its line-up, including new titles from Udon Entertainment, Shonengahosha, Comic CYUTT, Cork, One Peace Books, and Dark Horse Comics. Look out for more exciting announcements about new titles and publishers being added to BookWalker soon!

Keep up with the latest news on new titles and features on BookWalker! Follow BookWalker on Twitter for updates on new titles and special promotions via [@BOOKWALKER_GL](https://twitter.com/BOOKWALKER_GL)

The iOS BookWalker apps for iPhone and iPad are now available on the [Apple App store](https://apps.apple.com/jp/bookwalker) or the BookWalker Android apps on [Google Play](https://play.google.com/store/apps/details?id=com.bookwalker).

BOOKWALKER IS HIRING!

As we add more titles to our global store, we're looking for people who love manga and light novels to join us as part of our staff. If you're a marketing/social media maven, and you live in Tokyo or are considering moving here, we'd love to talk with you! Visit our jobs page for more information on our current openings: <http://global.bookwalker.jp/info-recruitment/>

MEET KADOKAWA BOOKWALKER EXECUTIVES AT ANIME BOSTON

KADOKAWA / BOOK WALKER Co. Ltd. executives, including Norihide Tominaga, VP of Global Business Development will be attending Anime Boston, and will be available to answer questions from press. Please contact pr-gl@bookwalker.co.jp for enquiries or to schedule on-site or email interviews with BookWalker executives at or before Anime Boston.

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About BOOKWALKER

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 250,000 titles from over 650 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 ANIME BOSTON

Anime Boston is a three-day convention held annually in Boston, Massachusetts, USA under the supervision of the New England Anime Society. Since 2003, Anime Boston has been one of the premier N. American events that celebrates and promotes Japanese animation, comics, and pop-culture. Anime Boston will be held at the Hynes Convention Center in Boston, Massachusetts, from March 25-27, 2016. For more information about Anime Boston, visit: <http://www.animeboston.com/>