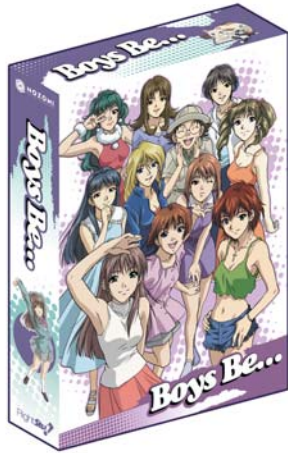


FOR IMMEDIATE RELEASE

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ARTWORK NOT FINAL

BOYS BE © Masahiro Itabashi / Hiroyuki Tamaoki /
KODANSHA / Boys Be Committee.

BOYS BE... DVD Thinpak Collection

Pre-Book: 1/29/2008 • Street Date: 2/26/2008

Runtime: Approximately 325 minutes, Dolby Digital Stereo, Color

Genre: Drama / Romance

Suggested Rating: 13+

Format: DVD (English, Japanese, English Subtitles, English On-Screen Translations)

Catalog #: RSDVD0807

ISBN: 1-57032-766-1

UPC: 7-42617-0807-2-2

SRP: \$44.98

Discs/Set: 4

Item Measurements: 5 3/8" x 1 5/16" x 7 5/8" (LxWxH), ~ 1.2 lbs.

Case Qty.: 10 / case

RIGHT STUF'S NOZOMI ENTERTAINMENT SETS DATE FOR **BOYS BE... DVD THINPAK COLLECTION** *Entire 13-episode series, with DVD extras & booklet due February 26, 2008*

GRIMES, IA, November 21, 2007 – Anime producer and distributor **Right Stuf, Inc.** and **Nozomi Entertainment** are pleased to announce the release of the **BOYS BE... DVD Thinpak Collection** on **February 26, 2008**.

Based on the best-selling manga written by **Masahiro Itabashi**, illustrated by **Hiroyuki Tamakoshi** (*Gacha Gacha*) and released in North America by **TOKYOPOP**, this 13-episode anime series was directed by **Masami Shimoda** (*Ai Yori Aoshi / Someday's Dreamers / Zegapain*) and has appeared on both **Comcast Anime Selects** and the **Anime Network**.

Additionally, **Boys Be...** features a trio of performances by popular voice actors on *both* the Japanese- and English-language tracks:

- **Kenichi Suzumura** (*Super GALS! / Gundam Seed Destiny / Ouran High School Host Club*), **Akira Ishida** (*NANA / Naruto / Saiyuki / Slayers Next*) and **Hideo Ishikawa** (*Bleach / Death Note / Gravitation*); and
- **Sam Regal** (*Fate stay/night / Paranoia Agent / The Third*), **Liam O'Brien** (*Comic Party / Ergo Proxy / Naruto*) and **Patrick Seitz** (*Hellsing / Paradise Kiss / The Third*).

"Refreshing, humorous, touching, sexy... Highly recommended." – **AnimeOnDVD.com**

"breaks the boundaries for what a teen series is." – **DVD Talk**

"a series for both sexes" – **Detroit News Anime Blog**

About **BOYS BE...**

There are two sides to every love story, and *Boys Be...* reveals what's really going on – from the guy's point of view! Meet three normal high school guys with just one thing on their minds: girls. Quiet Kyoichi has been friends with Chiharu ever since they were young, but lately, his feelings have begun to change. Lecherous Makoto, a self-proclaimed master of the rules of romance, is ready to sweep the ladies off their feet. And Yoshihiko, a handsome sports nut, is unfortunately a bit clueless in matters of the heart. Join this hapless trio for a year of romantic misadventures that will change their lives forever!

(MORE)

Right Stuf, Inc. & Nozomi Entertainment Announce **BOYS BE... DVD Thinpak Collection (Cont'd.)**

Release Announcement - November 21, 2007 (p. 2/2)

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Visit the **official BOYS BE... site** at boysbe.rightstuf.com for more information about the series, character profiles, desktop wallpapers, avatars, audio clips and more!

DVD Features:

Contains the entire 13-episode TV series! Scene access, Dolby Digital 2.0 Stereo audio for English and Japanese dialogue, English subtitles and English on-screen translations. **Plus: Line art galleries, textless opening and closing, Japanese promotional spots/commercials, English directors' commentary, Right Stuf/ Nozomi Entertainment trailers, and a 48-page booklet featuring artwork, character bios and commentary from the Japanese cast and staff!**

Cover Art for the **BOYS BE... DVD Thinpak Collection**: <http://outgoing.rightstuf.com/sleeves/rsdvd0807.jpg> *
BOYS BE © Masahiro Itabashi / Hiroyuki Tamaoki / KODANSHA / Boys Be Committee.

* To view these images, cut and paste the URL into your Web browser.

**** Product specifications and content may be subject to change.**

ABOUT RIGHT STUF, INC.

Founded in 1987, **Right Stuf, Inc.** was one of the first players in the U.S. Japanese Animation ("anime") industry, as both an anime producer/distributor and a retailer. Right Stuf works to promote knowledge of its own products, as well as the anime and manga industry, in general, through its online storefront at RightStuf.com and a variety of media including podcasts and special publications.

Nozomi Entertainment, Right Stuf's production division, is dedicated to the highest quality releases. True to the Japanese word that inspired its name, Nozomi's focus is on "*what fans want.*" By focusing on a limited number of anime properties each year, the Nozomi production team ensures each release receives the care and attention to detail it deserves.

From anime classics like *Astro Boy*, *Kimba* and *Gigantor* to modern comedies, dramas and favorites such as *The Irresponsible Captain Tylor*, *His and Her Circumstances*, *Gravitation*, *Comic Party*, *Shingu: Secret of the Stellar Wars*, *Ninja Nonsense*, *To Heart* and *The Third: The Girl With the Blue Eye*, Right Stuf and Nozomi Entertainment produce quality programming for fans of all ages and interests. For more information, visit www.rightstuf.com and www.nozomient.com.

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