
FOR IMMEDIATE RELEASE

2008/10/03

**New and revolutionary animated series produced by TMS Entertainment
“LIVE-ON CARD LIVE-R, KAKERU” to start airing
in Japan on Oct 5th**

TMS Entertainment, Ltd., one of the largest and most distinguished animation companies in Japan in conjunction with Poplar Publishing Co., TV Tokyo MediaNet, Inc., and Sotsu Co., Ltd. announce the production of the TV animated series “Live-On CARD LIVE-R, Kakeru,” which will begin airing 10:30am Oct. 5th (Sun) on TV Tokyo, 6:54am Oct. 12th (Sun) on TV Osaka, and 7am the same day on TV Aichi.

The original property of “Live-On CARD LIVE-R, Kakeru” is currently being published on Poplar’s “Monthly Comic BunBun” and is extremely popular. The highly anticipated manga book volume 1 is scheduled to go on sale by Oct. 15th. The story takes place in a world where a card game called “Live-On” becomes an everyday and regular occurrence. The “Live-On” card battle is where you can make the monsters appear from the cards to engage in fierce and exciting battle with one another. This all transpires by activating a special card called the “Live-Change Card.” Truly imaginative and quite innovative, the fighter himself can participate in the battle by transforming himself into a monster as well. The main character in the story is a young boy named Kakeru Amao, who loves “Live-On.” However, he lacks any kind of skill so he manages to lose to a younger fighter named Ai Kozeri. One day, he acquires a “Live-Change Card” by encountering an injured puppy named Pedal. From then on, Kakeru’s “Live-On” skills drastically improve. However, some evil and mysterious, villains come chasing after Pedal in hot pursuit..



The original work that intertwines both the card battle and the story very closely has as its original author Chouji Kikkawa, known as the media coordinator of Pokemon, and manga is done by Aiyaa Ball. With the structure of an elaborately designed background and fresh tempo feel, these are the main elements to this transforming card battle adventure.

The animation production’s main staff, Hatsuki Tsuji, who has also been involved with the hit “Yu Gi Oh Duel Monsters GX,” is the Director, Toshihiko Masuda, known for his character design of “Shizuku,” does the character design and is the Animation Director, and Tatsuhiko Urahata known for “Bomberman B-daman Bakugaiden” and “Bakuten Shoot Beyblade” will handle Screenwriting. Also, for the main casts, Shizuka Ishikawa, who has done Konbukun on “Oden-kun” among others, is the main character Kakeru Amao, and Fumiko Orikasa, who has done Mikan on “Atashinchi” and Shirley on “Code Geass: Lelouch of the Rebellion” is Ai Kozeri, as well as other power names such as Taiki Matsuno (“Kindaichi Shonen no Jikenbo” etc.), Shinji Kawada (“Nodame Cantabile” etc.), and Suzuki Shinji (“Slayers” series, etc.).

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TMS, as a member of the Production Committee, beginning with animation production, will aggressively promote a licensing and merchandising program acting as the sales representative for both the domestic and international markets. Through the synergetic effect of Poplar's new trading card game (hereafter called TCG) business (TCG "Live-On" Vol. 1 which is scheduled to go on sale Oct. 25th) and through the media development of the TV animation series, we will work to expand TCG as well as the character licensing market..

【Information】

■Broadcast Information

TV Tokyo Starts Oct 5th (Sun): Every Sunday at 10:30am

TV Osaka Starts Oct 12th (Sun): Every Sunday at 6:54am

TV Aichi Starts Oct 12th(Sun): Every Sunday at 7:00am

■Mai Staff

Original Author : Chouji Kikkawa

Manga : Aiyaa Ball

Director : Hatsuki Tsuji

Screenwriter : Tatsuhiko Urahata

Character Design/ Animation Director : Toshi hiko Masuda

Art Director : Seiko Akaishi

Director of Photography : Toshihi ro Kawada

Editor : Yayoi Otake

Music Director : Koichi Iizuka

Animation Production : TMS Enteratinment

■Title LOGO



■Main Casts

Kakeru Amao : Shizuka Ishikawa

Ai Kozeri : Fumiko Orikasa

Toru Makari : Taiki Matsuno

George Kato : Shi nji Kawada

Pedal : Masami Suzuki

■Program related site

TV Tokyo Ani-tele : <http://www.tv-tokyo.co.jp/anime/cardliver/>

■TCG official site

Live Battle Card 「Live-On」Official Site : <http://www.live-on.jp/>