

NEW PEOPLE

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PRESS RELEASE

FOR IMMEDIATE RELEASE:

NEW PEOPLE REBRANDS AND LAUNCHES NEW CORPORATE DIVISIONS TO EXPAND THE CORE MISSION TO SPREAD JAPANESE POP CULTURE THROUGHOUT NORTH AMERICA

San Francisco, CA, February 8, 2011 – VIZ Pictures, Inc., the film distributor and producer behind the Japanese pop culture venue in San Francisco known as NEW PEOPLE, has announced that it will now operate as a newly established company, NEW PEOPLE, Inc., to re-brand and create synergy between all corporate divisions. The company's film distribution and licensing division will operate as NEW PEOPLE Entertainment.

NEW PEOPLE Entertainment is complemented by the launch of another dedicated film and event production division – NEW PEOPLE Productions – that will organize and manage the annual J-Pop Summit Festival as well as future film premieres, live events, and the development of original programming. The J-Pop Summit Festival takes place in San Francisco every summer and has become one of the largest events in the U.S. devoted to Japanese pop culture, film, fashion, food, art, and music. The 2010 festival attracted over 40,000 people. The 2011 J-Pop Summit Festival is currently being planned for August. More information on NEW PEOPLE Entertainment is available at: www.NewPeopleEnt.com.

“The re-branding and launch of these new divisions within the NEW PEOPLE organization will allow us to better execute our core mission to bring Japanese and Asian pop culture in a variety of forms to U.S. audiences,” says Seiji Horibuchi, President and CEO of NEW PEOPLE Inc., and the founder of the NEW PEOPLE venue. “We’ve also expanded our corporate operations to include a recently opened office in Tokyo that will act as a channel to help facilitate future creative endeavors and partnerships with Japanese-based artists and film and media companies, as well as work to bring select U.S. brands to Japan.”

Horibuchi has spent his career working to popularize Japanese pop culture throughout North America. He founded VIZ Media in the 80s to distribute anime and manga comics for English audiences, and the company has become one of the largest and most successful publishers of Japanese entertainment media based in the U.S. In 2005, he founded VIZ Pictures, Inc., a company dedicated to bringing Japanese live-action films to the American audience. In 2009, he founded NEW PEOPLE as a first-of-its-kind destination devoted to film, fashion, art and unique retail brands and a company to foster creative collaboration among artists, filmmakers, fashion labels, and retail brands influenced by Japanese popular culture.

About NEW PEOPLE, Inc.

Based in San Francisco, California, NEW PEOPLE, Inc. (www.newpeopleworld.com) offers the latest films, art, fashion and retail brands from Japan through its unique entertainment destination as well as through licensing and distribution of selective Japanese films. NEW PEOPLE Entertainment (www.newpeopleent.com), a film division of NEW PEOPLE, Inc. strives to offer the most entertaining motion pictures straight from the "Kingdom of Pop" for audiences of all ages, especially the manga and anime generation, in North America. Some titles include DEATH NOTE, GANTZ, KAMIKAZE GIRLS, and THE TASTE OF TEA.

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