

NEW PEOPLE

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PRESS RELEASE

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JAPANESE LIVE GAME SENSATION “THE REAL ESCAPE GAME” COMES TO THE BAY AREA FOR SPECIAL SESSIONS AT NEW PEOPLE

*Join Other Players At The Bay Area’s J-Pop Culture Venue To Solve
Puzzles And Collect Clues To Escape A Mysterious Village Before
Werewolves Attack!*

San Francisco, CA, February 6, 2012 – NEW PEOPLE, the dynamic San Francisco entertainment destination showcasing the latest examples of Japanese popular culture, brings the newest Japanese live game sensation to the United States for the first time ever with a special installment of “**The Real Escape Game: The Escape From The Werewolf Village,**” beginning Friday, March 23rd thru Sunday March, 25th.

“**The Real Escape Game**” is an inventive live game event that requires players to cooperate and use their detective skills to solve multiple mysteries to locate a hidden key in order to escape from a locked room within a limited time. The U.S. edition, “**The Escape From The Werewolf Village,**” will be staged inside the venue’s spacious 3rd Floor SUPERFROG Gallery at NEW PEOPLE, which will be remade as a mysterious village where werewolves have been known to attack people by night. As villagers disappear one by one, players must work together and use their deductive skills and gather clues to escape before the werewolves attack! The game setting will be accentuated with the use of actors, music, sound effects and lighting elements to add ambiance and immerse players in the environment.

NEW PEOPLE Game Times For “The Real Escape Game”

Friday, March 23rd: 6pm, 9pm
Saturday, March 24th: 2pm, 5pm, 8pm
Sunday, March 25th: 11am, 2pm, 5pm

Advanced tickets are now available for \$20.00; Tickets at the door are \$25.00. Each game session lasts about 90 minutes. Advance tickets and complete game details are available at: <http://www.newpeopleworld.com/2012/01/18/come-play-real-escape-game/>

***Note: The Game puzzles require no special skills or knowledge to solve; all puzzles can be solved with use of intuitive logic and deductive reasoning. All aspects of The Game will be conducted in English.*

"The Real Escape Game" was first played in Tokyo in 2007 and since then, more than 100,000 participants have played in multiple cities across Japan, China, and Singapore. *"The Real Escape Game"* was the brainchild of Takao Kato, the founder of the Kyoto-based publishing company, SCRAP. Over 2,300 sessions have been staged to-date with as many as 10,000 participants taking part simultaneously. The *Game* was recently played by several hundred participants at massive arena venues including the Tokyo Dome and the city's Jingu Baseball Stadium. The San Francisco session at NEW PEOPLE will be the first time *"The Real Escape Game,"* has been played in the United States.

"The Real Escape Game has become a big sensation in Japan and is a fun way for people to meet and work together to solve ingenious puzzles," says Seiji Horibuchi, president and founder of NEW PEOPLE, Inc. *"The Real Escape Game* is often staged in eclectic settings ranging from small theatres to large sporting arenas to cathedrals. NEW PEOPLE will be transformed into a foreboding village beset with werewolves and ingenious hidden puzzles that players must solve in order to escape! Come meet new friends and try out the latest live game phenomenon from Japan with this fun event happening in March!

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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