



ONE PIECE SAGA MOVIE “STRONG WORLD” OPENING WEEK-END HIT!

FOR IMMEDIATE RELEASE:

Tokyo (December 16, 2009) - The 10th One Piece animated film, One Piece Film Strong World, was launched on December 12th in Japan and bowed to a strong 1.038 billion yen (approximately US\$ 11.7 million) in two-days weekend opening.

The 10th film in the long-running hit anime series opened on 188 screens with a domestic record-setting per-screen average of 5.52 million yen (~ US\$ 62,200). Over half the screenings were to a sold-out crowd.

The first day totals tallied up to 553 million yen (~ US\$ 6.24 million), and 485 million yen (~ US\$ 5.47 million) on the following day.

A factor contributing to the robust opening was the special edition One Piece Volume 0 manga handed out exclusively to those in attendance. Toei Animation printed an additional 1 million copies to keep up with unprecedented demand.

Also, the first *One Piece movie* to have its creator 'Eiichiro Oda' as the writer of the film's original story and supervising the production of the movie contributed to the film's success.

One Piece “Strong World”: 113 min - directed by Munehisa Sakai, one of the main directors of the *One Piece* animated series - written by Eiichiro Oda.

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About Toei Animation Co. Ltd.

With headquarters in Tokyo and sales offices in Los Angeles, Hong Kong and Paris, Toei Animation (Jasdaq: 4816) ranks amongst the world's most prolific animation production studios. Toei Animation's operations include animation development and production, and worldwide marketing and program licensing. Since its founding in 1956, Toei Animation has produced more than 10,000 episodes of TV series (186 titles) and 196 long feature films as of June, 2009.

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