



TOEI ANIMATION

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**TOEI ANIMATION'S ONE PIECE STRONG WORLD HAS BEEN SELECTED FOR UPCOMING
ANNECY INTERNATIONAL FILM FESTIVAL COMPETITION**

Paris (May 6, 2010) – Toei Animation Co., Ltd's production, ***One Piece Strong World*** has been selected for Feature Film award for this year's Anecy International Film Festival.

The announcement was made today by Kanji Kazahaya, Director of the International Department for Toei Animation Co., Ltd.

One Piece Strong World has been written by original author of the manga, Eiichiro Oda. *Luffy and his crew are sailing seas looking for the "One Piece", the legendary treasure, and facing tough pirates. The toughest of them, Shiki the Golden Lion, supposedly dead, comes back twenty years after having disappeared. He wants to take revenge on the whole wide world. To fulfill his evil plans, he kidnapped Nami, Luffy's Navigator, and brought her on Strong World, the wild flying island he has created. Luffy and his friends will have to face hostile nature and giant animals to set her free.*

At this occasion, the director of the movie, Munehisa Sakai and Masayuki Sato, chief animator, will attend the Festival. Moreover, the movie will be screened, for the first time in France, everyday during the festival.

The Anecy International Film Festival will take place June 7-12, 2010 in Anecy, France. Anecy International has showcased the industry's best animation for 50 years and is known for being the most famous international festival.

This year's animation film market, MIFA, will take place in Anecy from June 9-11.

Toei Animation will be located at booth 4.311.

About Toei Animation Co., Ltd.

With headquarters in Tokyo and sales offices in Paris, Los Angeles, Hong Kong and Shanghai, 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 it's founding in 1956, Toei Animation has produced more than 10,000 episodes of TV series (more than 200 titles) and more than 200 long feature films as of January, 2010.

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