

# NEW PEOPLE

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J●POP  
SUMMIT  
FESTIVAL

## ***PRESS RELEASE***

FOR IMMEDIATE RELEASE

### **J-POP SUMMIT FESTIVAL PRESENTS *REAL ESCAPE GAME x EVANGELION: ESCAPE FROM AN ANGEL***

*New Version Of Interactive Multiplayer Puzzle Solving Game Incorporates Smash Hit Sci-fi Anime Property For A New Installment For The Annual San Francisco Japanese Pop Culture Festival This Summer*

**San Francisco, CA, July 16, 2012** – NEW PEOPLE, a dynamic entertainment destination bringing the latest examples of Japanese popular culture to North American shores, is proud to co-present, along with creative company **SCRAP**, a brand new installment of “**Real Escape Game**,” for the upcoming 2012 J-POP SUMMIT FESTIVAL, an all-day, weekend-long event taking place in San Francisco’s Japantown (presented in association with the Japantown Merchant Association) on Saturday, August 25<sup>th</sup> and Sunday, August 26<sup>th</sup>. Multiple daily game sessions will be offered during the J-POP SUMMIT FESTIVAL on both Saturday and Sunday.

“**The Real Escape Game**,” is an inventive puzzle solving interactive game event, originally created in Japan, which requires players to cooperate and use their intuition and detective skills to solve multiple mysteries within a limited time.

For the J-POP SUMMIT FESTIVAL, a very special version of the game – “**Real Escape Game x Evangelion: Escape from an Angel**” – will be presented by NEW PEOPLE, Real Escape Game creative company, **SCRAP**, along with Nippon Television and Evangelion licensor Ground Works. The game will begin inside the NEW PEOPLE venue’s cinema and then move outdoors with participants seeking out clues, puzzles and hints that will be hidden throughout Japantown.

“**Real Escape Game x Evangelion: Escape from an Angel**” takes a variety of cues and imagery from the smash hit sci-fi anime series. The creators at **SCRAP** will also localize the game especially for the J-POP SUMMIT FESTIVAL with a variety of special additions to make this

event memorable for game aficionados and anime fans. More than 10,000 people played the "Real Escape Game x Evangelion: Escape from an Angel" when it debuted in Japan last year.  
**Game Times For "Real Escape Game x Evangelion: Escape from an Angel"**

**Saturday, August 25<sup>th</sup>:**

**11:00 AM, 11:45 AM, 12:30 PM, 1:15 PM, 2:00 PM, 2:45 PM, 3:30 PM, 4:15 PM**

**Sunday, August 26<sup>th</sup>:**

**11:00 AM, 11:45 AM, 12:30 PM, 1:15 PM, 2:00 PM, 2:45 PM, 3:30 PM, 4:15 PM**

Early bird tickets are now available for \$20 if purchased 30 days before event; Advance tickets are \$25 if purchased 6 hours before event; Tickets at the door (subject to availability) are \$30. Each game session lasts about 90 minutes. Advance tickets and complete game details are available at: <http://regxeva.eventbrite.com>.

*\*\*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 game is built around the theme of a secret NERV outpost that is suddenly surrounded by hostiles. The operatives are trapped by a group of invisible "Angels." Suddenly, a strange melody can be heard and a cryptic code comes through on MAGI. As NERV agent, you must now figure out how to escape from this mysterious place, if you can!

"Real Escape Game x Evangelion combines thought provoking game play with vivid imagery and plot aspects from one of anime's most legendary properties to create an intriguing new version of this fun multi-player puzzle game," says Seiji Horibuchi, the President/CEO of NEW PEOPLE, Inc. and Co-Chairman of the J-POP SUMMIT FESTIVAL Committee. "We invite J-POP SUMMIT attendees to participate and use their analytical skills and powers of deduction to solve the mysteries contained in this fun new game!"

Information about the Festival is available at [J-Pop.com](http://J-Pop.com) and features regular updates. Additional official news alerts over the coming weeks will detail specific events, attractions, event partners and sponsors as well as Guest of Honor appearances. Additional information about Real Escape Game is available at [RealEscapeGame.com](http://RealEscapeGame.com).

### **About J-POP SUMMIT FESTIVAL**

The J-POP SUMMIT FESTIVAL is an annual Japanese Pop Culture celebration that features live bands and artists from Japan, pop culture panel discussions, film premieres, fashion and DJ dance events, and celebrity appearances. The Festival is hosted by NEW PEOPLE in cooperation with the Japantown Merchants Association. In 2011, the two-day event attracted 55,000 attendees.

### **About SCRAP Co. and SCRAP Entertainment Inc.**

SCRAP Co. ([www.scrapmagazine.com](http://www.scrapmagazine.com)), based in Kyoto, Japan, produces the free magazine, "SCRAP" and the Real Escape Game (REG), a new style of live entertainment. Over 200,000 participants have played this game in Japan, China, Taiwan, Singapore and the United States. SCRAP Entertainment Inc ([RealEscapeGame.com](http://RealEscapeGame.com)), based in San Francisco, California, is a U.S division of SCRAP Co., and produces REG in the United States.

**About NEW PEOPLE, Inc.**

Based in San Francisco, California, NEW PEOPLE, Inc. ([www.newpeopleworld.com](http://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](http://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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