



PRESS RELEASE

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Fullmetal Alchemist and Shaman King Director Seiji Mizushima visits Long Beach!

(Los Angeles) The Pacific Media Association (PMA) has announced the appearance of Mr. Seiji Mizushima at the Pacific Media Expo Labor Day weekend, September 3-5, 2005.

Seiji Mizushima is one of the hottest directors in Japan these days. The popular show, "Shaman King", has been featured on both FoxBox and 4Kids TV, along with a line of toys being released by Mattel and a video game being released by Konami. The "Fullmetal Alchemist" TV series, released in the US by FUNimation Productions, has been a runaway hit on Cartoon Network's Adult Swim. The manga was recently announced by Viz Media and a second title of the video game series was recently released by Square Enix. Mr. Mizushima also directed the theatrical version of "Fullmetal Alchemist". Since its July 28th release in Japan, the movie has consistently been in the top five films in the country. Mr. Mizushima has also worked on other well-known titles, including "Neon Genesis Evangelion", "Dai-Guard" and "Slayers Next".

Mr. Mizushima will be joining other Guests of Honor at PMX, including manga artist, Daisuke Moriyama, the creator of the popular manga and anime title, "Chrno Crusade"; voice actress Naoko Matsui, who has worked on "Martian Successor Nadesico", "Mobile Suit Gundam Wing", "Mobile Suit Gundam ZZ", "Riding Bean" and "Silent Möbius"; funny man Rex Navarrete, one of America's most successful Asian-American comedians; and artist Masaki Asai (APSY), one of Japan's most famous toy modelers.

Mr. Mizushima will also be bringing over items representing his work for donation to the City of Hope Charity Auction, hosted by Pacific Media Expo. The proceeds will benefit the City of Hope Pediatrics Unit as part of the Heroes for Hope campaign.

About Pacific Media Expo: America's first major media trade show dedicated to Asian-Pacific Media and Popular Culture, Pacific Media Expo (PMX) is a three-day-long media and industry event sponsored by the Pacific Media Association. PMX will be hosted at the Long Beach Convention Center. The show will feature honored guests, live performances, panel discussions, autograph sessions, Asian Cinema and animation video rooms, art exhibitions, a charity auction and one of the country's largest exhibit halls dedicated to Asian media and pop culture. PMX is sponsored in part by *Animerica* Magazine, Bandai Entertainment, the Gallery of Fantastic Art, *Sushi & Tofu* Magazine, and Viz Media.

About Pacific Media Association: Pacific Media Association (PMA) is dedicated to promoting the Pacific Rim's entertainment and media industries. PMA specializes in Asia's cultural exports such as anime and manga, music and live entertainment, live action television and films, and diverse cultural lifestyles, while building creative communities and promoting Asian awareness within the United States. PMA is the parent of Pacific Media Expo. The Pacific Media Association is located in Los Angeles, California, USA.

For more information about Pacific Media Expo, please go to <http://www.PacificMediaExpo.com> or send E-mail to information@PacificMediaExpo.com.

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