

Warner Bros. has held the live-action feature rights to Tite Kubo's massively successful manga and anime, Bleach for quite sometime. However, despite rumors of development, the project never seemed to gain any traction. Today, Variety reports that Wrath of the Tiatns writer Dan Mazeau has been tasked by the studio to adapt the property, while Peter Segal will serve as produce and may also direct the film. In comparison to the American comic market, Bleach currently has 75 million print copies in circulation....in just Japan,a tiny island country with a population of about 127.5 million. If I do the math correctly, that's one copy for roughly 60% of the population. I can also assure you that the anime and manga are also a huge success here in America and in other countries. Variety goes on to report that Segal's Callahan Filmworks partner Michael Ewing will also produce

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