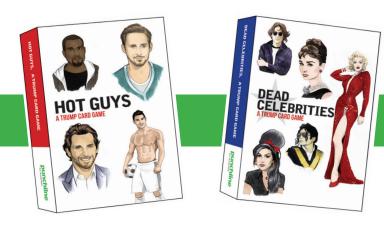
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duopress, a publisher dedicated to the creation of children's books and gifts with a fun spirit and contemporary style, announced today the launch of **punchline**, a new adult imprint set to debut in spring 2016.

The goal of **punchline** is to produce innovative books and products that blur the line between traditional books and gifts, creating a new category that will deliver content with a fresh and novel approach.

The debut list of **punchline** represents this new approach with the publication of two sets of trump cards: **The Hot Guys Ranking Game** and **Dead Celebrities: A Trump Card Game**.



punchline — Trump Cards

Targeted to millennials, **punchline's** cards take advantage of the popularity of trump card games, including Pokemon cards, brands like Top Trumps, and sets recently published in the U.S. by Laurence King (Chronicle Books). Trump cards are a simple game in which the playing cards contain different categories with an established value (rank). Players choose the category they believe is the strongest on each card and compare it with their opponents' cards. The player with the highest rank wins the round and collects the other players' losing cards. The winner is the person with the all the cards at the end.

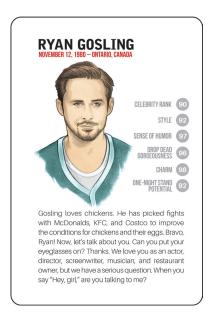
The Hot Guys Ranking Game features beautiful illustrations and quirky mini-biographies of top male celebrities, such as Bradley Cooper, Channing Tatum, Chris Hemsworth, and Ryan Gosling. In a similar style, **Dead Celebrities: A Trump Card Game** features illustrations and brief bios of some of the most iconic deceased celebrities, including Michael Jackson, John Lennon, Marilyn Monroe, Audrey Hepburn, Amy Winehouse, and Heath Ledger.

Each deck of cards includes a set of rules and is packed in a box with a drawer and plastic hanging tag.



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About duopress

Since its foundation in New York City in 2007, **duopress** has been dedicated to the creation of books and gifts with a fun spirit and a contemporary style. **punchline** is a new platform that will feature the company's approach into a wider market.

All titles for **duopress** and **punchline** are distributed by: **Legato Publishers Group**, **A Perseus Books Group Company.**, 1-800-343 4499 / orderentry@perseusbooks.com

For more information contact **duopress** at hello@duopressbooks.com.