

hoopla digital Adds New Titles from Image Comics

*Digital service for public libraries expands catalog with iconic graphic novel titles including
'The Walking Dead', 'Spawn' and 'Invincible'*

HOLLAND, Ohio (Aug. 26, 2015) – hoopla digital (hoopladigital.com), the category-creating mobile and online service for public libraries, today announced the addition of new titles from Image Comics, home to numerous best-selling creator-owned properties. hoopla digital's app and online service adds iconic titles—through Image Comics' global digital distribution partner Trajectory, Inc.—including Robert Kirkman's *The Walking Dead* (Vol. 1-23) and extraterrestrial superhero adventure, *Invincible* (Vol. 1-20); Todd McFarlane's horror anti-hero tale, *Spawn Origins Collection* (Vol. 1-10); and Brian K. Vaughan and Fiona Staples' space opera fantasy, *Saga* (Vol. 1-4). These titles and more are now available for patrons to access instantly on hoopla digital's app and online service via their smartphones, tablets and computers.

Inclusion of Image Comics titles broadens hoopla digital's catalog of more than 350,000 movies, TV shows, music albums, eBooks, audiobooks and comics. hoopla digital partners with public libraries across North America to provide patrons with online and mobile access to dynamic digital content.

"We built hoopla's *Action View* experience especially for celebrated titles like *The Walking Dead* so fans can truly appreciate the artistry of these iconic stories and we're thrilled to partner with Image Comics to bring their celebrated titles to library cardholders anytime, without any holds or waits," said Jeff Jankowski, founder and owner of hoopla digital.

hoopla digital's innovative *Action View* creates one-of-a-kind immersive digital reading by allowing for full page and panel-by-panel views of comics and illustrations.

"Patron reception to our new comics offering has been overwhelmingly positive," continued Jankowski. "Comic books are quickly becoming one of the most popular

formats on hoopla digital, with thousands of titles being circulated every week and we want to continue to offer dynamic content when and how patrons want it."

AMC's "The Walking Dead", based on Robert Kirkman's *New York Times* bestselling graphic novel series, reigns as the most-watched show among adults 18-49. The hit television series recently spawned the premier of the highly anticipated AMC prequel, "Fear the Walking Dead" on August 23rd.

There is no waiting to borrow titles on hoopla digital since on-demand content can be enjoyed by multiple patrons simultaneously. Patrons who use hoopla digital also avoid library late fees as digital content borrowing periods simply expire without charges.

"The comic and graphic novel culture in St. Louis is extraordinarily engaged, attracting readers of all ages and backgrounds," said Rob Tygett, Manager of Digital Services for the St. Louis Public Library. "We've found that our patrons enjoy hoopla digital because it not only gives them free access to high-quality, in-demand comics and graphic novels such as *The Walking Dead*, but the opportunity to experience these titles in a format that's just as captivating and intimate as a physical comic book."

hoopla digital has partnerships with more than 800 public library systems across North America including St. Louis Public Library, Los Angeles Public Library, Boston Public Library, Edmonton Public Library and Houston Public Library.

To begin enjoying comics on hoopla digital, library-card holders can download the free hoopla digital mobile app on their Android or IOS device or visit hoopladigital.com. New comic books will be added to the service weekly. The service is available only to patrons of participating public libraries.

About hoopla digital

hoopla digital is a category-creating service that partners with public libraries across North America to provide online and mobile access to thousands of Movies, TV Shows, Music, eBooks, Audiobooks and Comics. With hoopla digital, patrons can borrow, instantly stream and download dynamic content with a valid library card. All content is accessible via hoopla digital's mobile app and online at www.hoopladigital.com. hoopla

digital is a service of Midwest Tape – a trusted partner to public libraries for over 25 years.

For more information, please contact [\(US\)](tel:800-875-2785) or [\(Canada\)](tel:866-698-2231).

About Image Comics

Image Comics is a comic book and graphic novel publisher founded in 1992 by a collective of best-selling artists. Image has since gone on to become one of the largest comics publishers in the United States. Image currently has five partners: Robert Kirkman, Erik Larsen, Todd McFarlane, Marc Silvestri and Jim Valentino. It consists of five major houses: Todd McFarlane Productions, Top Cow Productions, Shadowline, Skybound and Image Central. Image publishes comics and graphic novels in nearly every genre, sub-genre, and style imaginable. It offers science fiction, romance, horror, crime fiction, historical fiction, humor and more by the finest artists and writers working in the medium today. For more information, visit www.imagecomics.com.

About Trajectory

Trajectory is a Marblehead, MA based intelligent network that connects publishers with its global digital distribution network of eBook retailers, libraries, school, and APP distributors. The Trajectory network delivers 300+ international points of distribution representing over 230,000+ digital endpoints including every relevant eBook retailer, library distributor, school distributor and alternative digital sales channel all from a single on-boarding point. Trajectory has recently invented a series of algorithms that are being used to address the “Book Discoverability” issue facing international publishing.

#

Media Contact:

Passion Hemphill

MWW for hoopla digital

Phone: [\(312\) 981-8541](tel:(312)981-8541)

Email: phemphill@mww.com