

Introducing:

**punchline**  
by duopress

FOR IMMEDIATE RELEASE

**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.




**RYAN GOSLING**  
NOVEMBER 12, 1980 – ONTARIO, CANADA



CELEBRITY RANK	90
STYLE	92
SENSE OF HUMOR	97
DROP DEAD GORGEBUSINESS	96
CHARM	98
ONE-NIGHT STAND POTENTIAL	92

Gosling loves chickens. He has picked fights with McDonalds, KFC, and Costco to improve the conditions for chickens and their eggs. Bravo, Ryan! Now, let's talk about you. Can you put your eyeglasses on? Thanks. We love you as an actor, director, screenwriter, musician, and restaurant owner, but we have a serious question. When you say "Hey, girl," are you talking to me?

**MICHAEL JACKSON**  
1958, GARY, INDIANA – 2009, LOS ANGELES, CA



★ ICON STATUS	98
STYLE	97
INFLUENCE	98
FORTUNE	98
CHARM	90
PHILANTHROPY	94

Über-talented and controversial singer-songwriter Michael Jackson transformed the face of pop music and popular culture like no other artist. Universally hailed as the King of Pop, Jackson was a unique artist beloved by millions of fans.



## 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](mailto:orderentry@perseusbooks.com)

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