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hoopla digital Announces Agreement with DC Entertainment

First Digital Library Partnership for DC Entertainment Provides Patrons Online and Mobile Access to Iconic Comic Books

HOLLAND, Ohio (Jun. 25, 2015) – hoopla digital (hoopladigital.com), the category-creating mobile and online service for public libraries, announced today it has expanded its comic offerings through a new agreement with DC Entertainment (DCE). The agreement is the first digital library partnership for the industry giant, whose beloved characters include Superman, Batman and Wonder Woman. Inclusion of the iconic DC Comics and DCE's creator-driven Vertigo content broadens hoopla digital's dynamic catalog of more than 325,000 videos, music, eBooks, audiobooks and comics. hoopla digital partners with public libraries across North America to provide patrons with simultaneous online and mobile access to dynamic digital content.

With the agreement, hoopla digital's app and online service adds popular comics such as *Batman: The Dark Knight Returns*, *Watchmen*, *Superman: Earth One*, *Justice League Vol. 1: Origin*, *Daytripper* and more. These titles are available for patrons to access instantly via their smartphones, tablets and computers. New comic books will be added to the service weekly.

"Our library customers keep us in tune with the needs and wants of modern library patrons – and the demand for access to great comics is high on that list," said Jeff Jankowski, founder and owner of hoopla digital. "In the last year alone, we've seen our registered users increase by 203 percent and our deal with DC Entertainment helps us meet that demand by giving us a platform to offer content how, when and where patrons want it."

hoopla digital's comic offerings feature the service's innovative *Action View* technology. *Action View* creates one-of-a-kind immersive digital reading – allowing for full page and panel-by-panel views of comics, and a better appreciation of illustrations.

“Many of our cardholders grow up reading comics they find at the public library,” said Peggy Murphy, Collection Services Manager at Los Angeles Public Library. “Our partnership with hoopla digital enables us to expand our collection and offer comics digitally to a new generation of library patrons looking to enjoy these titles on-the-go. We’re also thrilled to offer the artistry of classics like Superman and Batman through technology that makes the experience just as captivating and intimate as reading a physical comic book.”

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.

hoopla digital has partnerships with more than 800 public library systems across North America including Los Angeles Public Library, Miami-Dade Public Library, Nashville Public Library, Free Library of Philadelphia and St. Louis County 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. 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 800-875-2785 (US) or 866-698-2231 (Canada).

About DC Entertainment

DC Entertainment, home to iconic brands DC Comics (Superman, Batman, Green Lantern, Wonder Woman, The Flash, etc.), Vertigo (Sandman, Fables, etc.) and MAD, is the creative division charged with strategically integrating across Warner Bros. and Time Warner. DC Entertainment works in concert with many key Warner Bros. divisions to unleash its stories and

characters across all media, including but not limited to film, television, consumer products, home entertainment, and interactive games. Publishing thousands of comic books, graphic novels and magazines each year, DC Entertainment is the largest English-language publisher of comics in the world.

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