



FINAL

hoopla digital Introduces Dynamic eBooks and Comics Experience; Offers All-in-One App for Public Libraries and their Patrons

*Service Adds eBooks and Comics to Over 300,000 Video, Music and Audiobook Titles,
Introduces Action View™ Technology to Evolve the Digital Reading Experience*

HOLLAND, Ohio, May. 19, 2015 – hoopla digital (hoopladigital.com), the category-creating mobile and online service for public libraries, today announced the rollout of its new eBooks and Comics offering to its library customers and their patrons in the U.S. and Canada. With thousands of titles at launch, hoopla's eBooks and Comics selection features works across genres – from children's books and comics to biographies and self-help – from publishers such as RosettaBooks, Chicago Review Press, Dundurn Press and Tyndale House Publishers. The eBooks and Comics content joins hoopla digital's catalog of more than 300,000 movies, TV shows, music albums and audiobooks.

"We are thrilled to offer eBooks and Comics to our hoopla digital library partners and patrons. As a company, we have spent 25 years actively listening to library partner and patron feedback. The digital experience is just as important as the content and, in addition to assembling a deep library of titles, we have made a significant investment in creating a dynamic eBook experience that reflects the love of the page," said Jeff Jankowski, owner and founder of hoopla digital.

hoopla digital's eBooks and Comics offering 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 more expansive appreciation of illustrations. Always-available bookmarks save position or favorite places – even with multiple borrows – while features such as customizable fonts, line spacing, columns and background tint, make for a more personalized user experience.

“We’re excited to showcase our titles on hoopla digital, which now gives generations of library patrons convenient, instant access to our works within an exciting digital experience,” said Michelle Weyenberg, Digital Marketing and Promotions Manager at RosettaBooks.

The addition of eBooks and Comics to its catalog makes hoopla digital an all-in-one service. With a single app, library patrons can enjoy 24/7 access to thousands of videos, music, audiobooks and popular eBooks and Comics such as Karen Kingsbury’s “Divine,” Joel C. Roseberg’s “The Third Target,” and Neil Gaiman’s “Beowulf” with just one tap for faster reading and instant streaming or downloading to their smartphones, tablets and computers.

There is no waiting to borrow movies 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 additional charges.

hoopla digital has partnerships with more than 786 public library systems across North America including Los Angeles Public Library, Miami-Dade Public Library, Free Library of Philadelphia, Atlanta-Fulton Public Library, Cleveland Public Library and St. Louis Public Library.

To begin enjoying eBooks and Comics on hoopla digital, library-card holders can download the free hoopla digital mobile app as it is available in the next few days on their Android or IOS device or visit hoopladigital.com. The service is only available 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 free 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).

###

Media Contact:

Passion Hemphill

MWW for hoopla digital

Phone: (312) 981-8541

Email: pemphill@mww.com