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## **hoopla digital Adds New Titles from Valiant Entertainment**

*Digital service for public libraries expands catalog with award-winning graphic novel titles including X-O Manowar, Bloodshot Reborn, Archer & Armstrong, and many more*

**HOLLAND, Ohio (Nov. 18, 2015)** – hoopla digital ([hoopladigital.com](http://hoopladigital.com)), the category-creating mobile and online service for public libraries, today announced the addition of new titles from Valiant Entertainment, Diamond Gem Award-winning comic book publisher and home to the largest independent library of superhero characters. With the agreement, hoopla digital's app and online service adds popular titles —through Valiant Entertainment's global digital distribution partner Trajectory, Inc.— including the sci-fi superhero epic, *X-O Manowar* (Vol. 1-8); the pulsating action series, *Bloodshot Reborn*, (Vol. 1); and the globe-trotting adventure, *Archer & Armstrong* (Vol. 1-6), to name a few.

Valiant Entertainment 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 Valiant Entertainment titles broadens hoopla digital's catalog of more than 400,000 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. The service's catalogue already includes titles from DC Comics, Image Comics, Dark Horse Comics, BOOM! Comics and more.

"We built hoopla's *Action View* experience especially for celebrated titles like *X-O Manowar*, *Bloodshot Reborn* and *Archer & Armstrong* so fans can truly appreciate the artistry of these classic stories and we're thrilled to partner with the award-winning Valiant Entertainment to bring their 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.

“Our number one priority is connecting with new readers and libraries are of central importance to achieving that goal,” said Valiant Chief Operating Officer & CFO Gavin Cuneo. “We’re excited that library cardholders across the country now have the means to discover Valiant’s award-winning catalog of graphic novels through hoopla digital and all they need is a library card to get started.”

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 860 public library systems across North America including Toronto Public Library, Tampa-Hillsborough County Public Library, Cuyahoga County Public Library, Calgary Public Library and The Public Library of Cincinnati and Hamilton County.

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](http://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](http://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](tel:800-875-2785) (US) or [866-698-2231](tel:866-698-2231) (Canada).

### **About Valiant Entertainment**

Valiant Entertainment is a leading character-based entertainment company that owns the largest independent superhero universe in comics. With more than 81 million issues sold and a library of over 2,000 characters, including X-O Manowar, Bloodshot, Harbinger, Shadowman, Archer & Armstrong, and many more, Valiant is one of the most successful publishers in the history of the comic book medium. Today, the company's characters continue to be forged in publishing, licensing, film, video games, and beyond. Valiant consistently produces some of the most critically acclaimed comics in the industry and has received numerous industry awards and accolades, including a Diamond Gem Award for Comic Book Publisher of the Year. In 2015, Valiant announced a multi-picture deal to bring Bloodshot and Harbinger to the big screen as feature films. Visit Valiant online at [ValiantUniverse.com](http://ValiantUniverse.com).

### **About Trajectory**

Trajectory recently received the 2015 Innovation Award by the Book Industry Study Group for its revolutionary work. Trajectory Inc. is an American technology company that focuses on solving the problems facing the global book publishing market. It was founded by Jim Bryant and Scott Beatty in 2011 and is headquartered in Marblehead, Massachusetts. The company is known for pioneering the development of a series of deep learning algorithms that are used to analyze and recommend books.

Trajectory has deployed an intelligent network that connects publishers with its global digital distribution network of eBook retailers, libraries, school, and APP distributors. The platform delivers 300+ international points of distribution representing 230,000+ digital endpoints including every relevant eBook retailer, library distributor, school distributor and alternative digital sales channel from a single on-boarding point. Trajectory is advancing multi-lingual natural language processing, semantic analysis, machine and deep learning for the international book and content trade.

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