



**FINAL**

## **hoopla digital announces new content deal with legendary comic book publisher Archie Comics**

*Digital service for public libraries expands fast-growing comics catalog with acclaimed Archie 'New Riverdale' reboot as well as traditional series, Sonic the Hedgehog, Dark Circle titles, and more*

**HOLLAND, Ohio (May 5, 2016)** – hoopla digital ([hoopladigital.com](http://hoopladigital.com)), the category-creating mobile and online service for public libraries, today announced a new content agreement with Archie Comics, the leading mass market comic book publisher in the world and home to the largest independent library of superhero characters. With the agreement, hoopla digital's app and online service adds popular titles from Archie Comics' three imprints – including acclaimed, best-selling titles such as the revamped *Archie* and *Jughead*; video game favorites like *Sonic the Hedgehog* and *Mega Man*; and Archie's Dark Circle comics featuring genre-defying superheroes like *The Black Hood*. hoopla digital will also add the newly announced *Betty and Veronica* relaunch following the debut of the first issue this summer.

Archie Comics titles are immediately available for participating library patrons to instantly access on hoopla digital's app and online service via their smartphones, tablets and computers.

"I've said from the beginning - our goal is for Archie to be everywhere, accessible to all fans looking to visit Riverdale," said Archie Comics Publisher & CEO Jon Goldwater. "Teaming with the great group at hoopla digital moves us another step closer to that. Libraries are hugely important to Archie, and I'm excited that library readers will be able to find so many excellent titles via hoopla digital, from our traditional stories to the more recent, acclaimed New Riverdale launches like *Archie* and *Jughead*."

Inclusion of Archie Comics broadens hoopla digital's collection of more than 500,000 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, Valiant Comics and more.

“Archie Comics has a timeless legacy with its fans and now – with their 75<sup>th</sup> year reboot casting these celebrated characters to modern realities – even more audiences are discovering these iconic titles. We’re excited to bring Archie Comics titles to our library customers and their patrons to enjoy anytime, anywhere on our service,” said Jeff Jankowski, founder and owner of hoopla digital. “hoopla’s *Action View* experience was built especially for titles like *Archie* so fans can truly appreciate the artistry of these great comics.”

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. 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 950 public library systems across North America including Toronto Public Library, Cuyahoga County Public Library, Boston Public Library, Los Angeles Public Library, St. Louis Public Library, and others.

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 Archie Comics**

Archie Comics is the leading mass market comic book publisher in the world and the home to a wide array of the most popular humor, action-adventure and superhero characters in entertainment, including Archie, Jughead, Betty and Veronica, Reggie, Kevin Keller, Josie and the Pussycats, Sabrina the Teenage Witch, Afterlife With Archie, the Dark Circle Comics superhero characters (The Black Hood, The Hangman, The Shield and more), Li'l Jinx, Cosmo the Merry Martian and many more. Archie Comics have sold over 2 billion comics worldwide and are published around the world in a number of languages. In addition to comics, *Archie* characters have been featured prominently in animation, television, film and music. Follow Archie Comics on [Twitter](#), [Facebook](#), [YouTube](#) and the [Archie Comics Store](#).

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