



**Contact Information:**

Donna Mandelbaum  
www.gocomics.com/thunderroad  
donna@librettocommunications.com  
913.568.3563

**FOR IMMEDIATE RELEASE**

Comic Series Creators Go National with the Road Less Traveled

(KANSAS CITY, MO) July 29, 2007 – A pair of comic book creators made American comic book history with the debut of their original series exclusively on mobile phones. *Thunder Road*, a new original comic book series written by Sean Demory and illustrated by Steven Sanders. The launch on July 25 occurred on GoComics Mobile Comics Readers, a division of uclick, LLC. This is the first time in North American pop culture that an original comic series has not only been adapted for mobile technology but will debut in this format as well, a practice that has been steadily gaining momentum in Japan since 2003.

“uclick has given us the opportunity to take a high-action story in a new direction,” *Thunder Road* creator Sean Demory said. “We’ve worked to put an all-out, epic experience for our readers, and the GoComics Mobile Reader has helped us make this more than just another comic book.”

Kansas City resident Sean Demory is a published poet and playwright; *Thunder Road* is his first comic book. Steven Sanders, also from Kansas City and *Thunder Road*’s illustrator, has an extensive resume of commercial and comic book artwork, including illustrating the Image graphic novel 'Five Fists of Science.'

The merging of mobile phone technology with comic books is a natural progression in a nation where people already download music, games and books onto their mobile phones. Frames for the mobile screen are organized for panel by panel viewing using a Java application. Syndicated comic strips have been available on mobile phones within the United States since 2004, with comic books and manga-style comic book series available since late 2006.

(more)

*Thunder Road* - Page 2

Now uclick is taking the American mobile comic book industry to the next level with the release of an original comic series exclusively on mobile phones. Service is currently available through Sprint, Verizon, and Cingular, with limited free trials available through Sprint and Verizon. To learn on how to sign up for this service, visit <http://www.gocomics.com/thunderroad/>.

Current mobile comic statistics show that more than three million page views are had on a monthly basis, with the average user viewing up to 100 panels, several times per month. The shift in the comic book industry has seen that some titles have more mobile readers than monthly print sales, coupled with the fact that this technology is able to reach a broader audience than the traditional comic book base.

*Thunder Road* is a multi-panel, manga-style comic series, described as a “slow-apocalyptic, dieselpunk action adventure” set in an alternate middle-America. The series follows the trials of Merritt, a soldier/circuit rider working for the Department of Transportation who travels America’s Great Plains, a ravaged and desolate land suffering the consequences of decades of global atomic warfare. A trailer of this revolutionary comic series is available online at [www.gocomics.com/thunderroad](http://www.gocomics.com/thunderroad). New chapters of *Thunder Road* will be available to mobile phone customers starting August 20.

The premiere of *Thunder Road* coincided with the Comic-Con International convention last week in San Diego, Ca., a forum that celebrates the historic and ongoing contribution of comics to art and culture.

For more information about the launch of *Thunder Road* and its co creators, please contact Donna Mandelbaum, Libretto Communications, at (913) 568.3563 or [donna@librettocommunications.com](mailto:donna@librettocommunications.com).

###