



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Ablaze Media Chooses Diamond for Bookstore Distribution

Ablaze Media Ltd. has named Diamond Comic Distributors as the exclusive U.S. and non-exclusive worldwide distributor of its English-language graphic novels to the bookstore, library, warehouse club, and mass merchandise markets.

The England-based Ablaze Media Ltd. is a new venture founded by writer Rob Dunlop and artist Peter Lumby for the publication of original comics material, with a focus on graphic novels. The company's first offering, the comedic *Tozzer and the Invisible Lap Dancers* GN, is scheduled for a November 2002 debut.

"Evocative of past pop culture-based successes, Ablaze Media's premiere title is sure to appeal to anyone in search of a hilarious read," said Diamond Vice President of Purchasing Bill Schanes, "and we look forward to promoting this and future releases from the company in both the specialty and mainstream markets."

"We are delighted to be forging a partnership with such a prestigious company," said Ablaze Media's Rob Dunlop. "They understand the business better than anyone, and we know they can help us to achieve our publishing goals."

Diamond's Sales Team will begin working with bookstores, book wholesalers, warehouse clubs, mass merchandisers, and libraries to place Ablaze Media's graphic novels across the country. "Humor titles have long been a favorite with traditional and non-traditional comics readers alike, indicating a strong future for this young publisher," Schanes added. "We're pleased that Ablaze has chosen Diamond for its bookstore distribution needs."

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DIAMOND BOOK DISTRIBUTORS (DBD) is a division of Diamond Comic Distributors, Inc., the world's largest distributor of English-language comic books and related merchandise. Under the guidance of Vice President of Sales and Marketing Kuo-Yu Lang, an 18-year veteran of the retail publishing and book trade, DBD is dedicated to making a wide selection of graphic novels and other pop culture collectibles available to the mainstream book market.