

PRESS RELEASE FOR IMMEDIATE RELEASE

Classical Comics reverses the flow! Graphic novels of literary classics to be published in Japanese!



Coals to Newcastle!

Against the tide of Japanese inspired graphic novels hitting western shores, Classical Comics have signed a deal with Ittosha Incorporated of Japan to translate and publish their series of graphic novel adaptations of literary classics in Japanese.

The influence of Manga on western media art is unquestionable, and the style is hugely popular amongst British teenagers in particular. This trend is not new - even Monet was influenced by Japanese artwork that he saw exhibited in the late nineteenth century. With the popularity of series like Pokemon and Yu-Gi-Oh! that have helped form multi-media standards amongst today's youth, it's easy to see how the Manga phenomenon has taken hold in the UK.

Although the word "Manga" is merely the Japanese word for comic book art, it has come to represent a style of drawing, typified by abstract features of large eyes and small mouths, so often seen across the globe in today's media-rich society; which makes this particular deal all-the-more interesting as it goes against the established east-to-west culture flow.

Chairman of Classical Comics, Clive Bryant said,

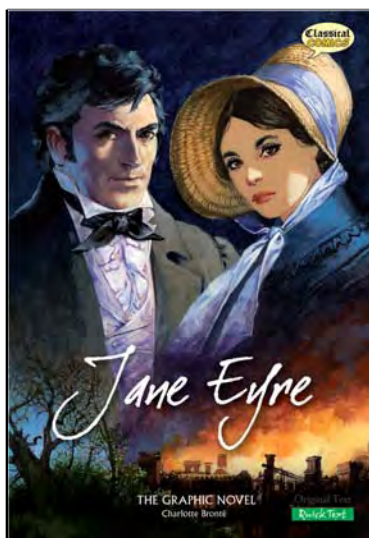
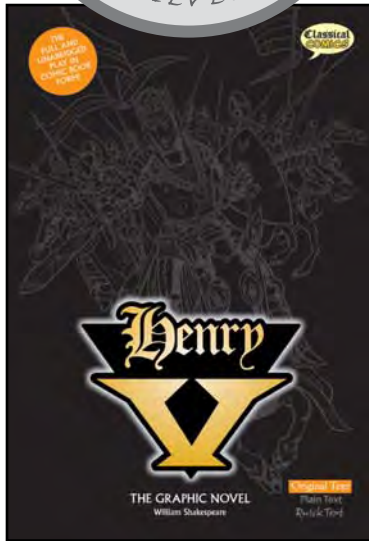
"Our multiple text versions of well-loved classic literature have already proven to be a huge success around the globe, particularly with students and teachers who welcome this vibrant, colourful way of introducing these wonderful books. Language translations are a natural extension to this. Not only are we exporting Great British literature, but we're also delivering part of our deep culture at the same time. Just as westerners find the Japanese culture intriguing, we think that there are many people in Japan who will be equally fascinated by our heritage."

Terumasa Hirano, Chairman and Executive Editor of Ittosha Inc. added,

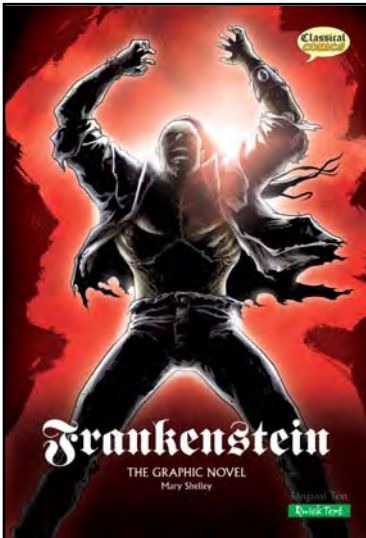
"When we first came across the Classical Comics range, we immediately saw the potential for a Japanese translation. While the artwork is very different to what we see over here, that is part of their appeal and helps to deliver these famous stories."

Ittosha Inc will launch the winter 2008 season with the first two Shakespeare books in the series: Henry V and Macbeth.

Jane Eyre (Brontë), Frankenstein (Shelley), Great Expectations (Dickens), and A Christmas Carol (Dickens) will follow, as will all of the titles published by Classical Comics in the UK and the US.



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Classical Comics are UK publishers who are creating engaging versions of literary classics, by converting the timeless stories into stunning, full colour graphic novels.

Spearheaded by Clive Bryant, Chairman, following his successful exit from a business start-up, he was joined by Karen Wenborn as Managing Director in May 2007. The core team was cemented when Jo Wheeler became Creative Director soon afterwards.

As well as meeting the criteria of being strong in colour, dynamic in action, vibrant, engaging and exciting, the books have a myriad of applications in education across all ages and skill levels. Their pioneering multiple text levels not only allows the teaching of classical literature to children as young as ten, but also facilitate inclusive teaching for differentiation in classes of mixed abilities. Their approach has been embraced by teachers across the globe - their free downloads for the Year 9 SATS English test received over 150,000 downloads !

The team of scriptwriters include teachers, playwrights and novelists, while the artists range from newspaper stalwarts to Spiderman creators and Eagle award winners.



"I'm fascinated by your approach to the play and its language. I find them gripping, dramatic and, although for me the original Shakespeare is always my reason for turning to these plays, I think that what you are doing in illuminating and making perhaps more lucid, especially for young people, is clever and meaningful."

Patrick Stewart, Actor

"What a marvellous way to bring Shakespeare to new audiences and venues. Bridging 400 years with a graphic pen is brilliant."

Barbara Romer, founder of
The New Globe Theater, New York

"This is a fun way of getting into the stories. Plays are not meant to be read but to be seen. The illustrations in these books are an easy way of following what is going on.

The genius of Shakespeare is in the language but for some students understanding it can be a struggle. It will be useful for teachers to have three different versions of the text."

Ian McNeilly, director of the National
Association for the Teaching of English

"Whether the comic contains the original text or an adapted version, it's about enticing young readers to read, introducing them to the Classics, and providing them with a chance to appreciate and understand great literature. That's how horizons are broadened. That's education."

Chad Boudreau,
Comicreaders.com

Contact: Karen Wenborn on 0845 812 3000 or email karen@classicalcomics.com

Notes to editors:

Copies of 'Henry V' and 'Macbeth' are available on request

Images/sample artwork/text are available on request

Copies of the teaching resources are available on request



www.classicalcomics.com