From the mind of Scott Hilburn comes a situational comic featuring dogs, cats, cops, bees, wolves, game shows, bears, telephones, sports, zebras, nursery-rhyme icons and cavemen, topped off with the occasional evil scientist. Readers have proven eager to share *The Argyle Sweater* with co-workers, friends, family and even their enemies. It will soon adorn offices and cubicles everywhere, dissecting life around us with a scalpel-sharp wit.

www.gocomics.com/teargarlyesweater

**Consumer Target**
- **Primary**: Men/Women 18-45
- **Emphasis**: Working professionals, Students, Parents of Teens/College Students

**Brand Essence**
- Distributed by Universal Uclick since 2008
- A grown-up's comic inspired and drawn with childlike imagination
- Has been compared to Gary Larson’s *The Far Side*

**Marketing Highlights**
- Nationally syndicated comic with impressive readership
- Large, loyal online following at GoComics.com

**Merchandise Program**
- Andrews McMeel Publishing
- Recycled Paper Greetings
- Cafe Press

**Target Categories**
- Plush
- Event/promotion
- Home decor
- Office Supplies
- Party Goods
- Games
- Apps

**Licensing Notables**
- Top-selling day-to-day calendars published by Andrews McMeel Publishing
- Comic collections published by Andrews McMeel Publishing
- Greeting card line with Recycled Paper Greetings