The world of Lio is filled with the extraordinary - monsters under the bed, wild reptile pets, robot inventions, weird science - but it’s all commonplace for this most uncommon first-grader. Mark Tatulli renders this pantomime strip in pen-and-ink style, giving the artwork a dark, spidery feel to match the strip’s dark humor. Lio explores the twisted realm of a kid’s imagination - at once bizarre, creepy and fun.

www.gocomics.com/lio

Consumer Target
• Primary: Men/Women 18-36
• Secondary: Boys 8-14

Brand Essence
• Distributed by Universal Uclick since 2006
• Inspired by the edgier side of childhood make-believe
• Illustrated in an updated pantomime style; international appeal through visual storytelling
• Offers various shades of dark humor along with straightforward laughs
• Lio is joined in his exploits by a pet snake named Frank and a squid named Ishmael. In addition, various robots and creepy, crawly monsters pop in and out every day

Marketing Highlights
• Currently being optioned in Hollywood
• 2009 National Cartoonists Society Reuben Award Winner for Best Comic Strip
• Large, loyal online audience at GoComics.com

Target Categories
• Stationery
• Apparel
• Event/promotion
• Toy/Plush
• Home Decor/Bedding
• Jewelry
• Games
• Apps

Licensing Notables
• Three published anthologies have sold 16,000 copies to date
• Book and calendar deal with Andrews McMeel Publishing

Merchandise Program
• Andrews McMeel Publishing
• Lasermach, Inc.
• Lulu
• Cafe Press