

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](http://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

### Merchandise Program

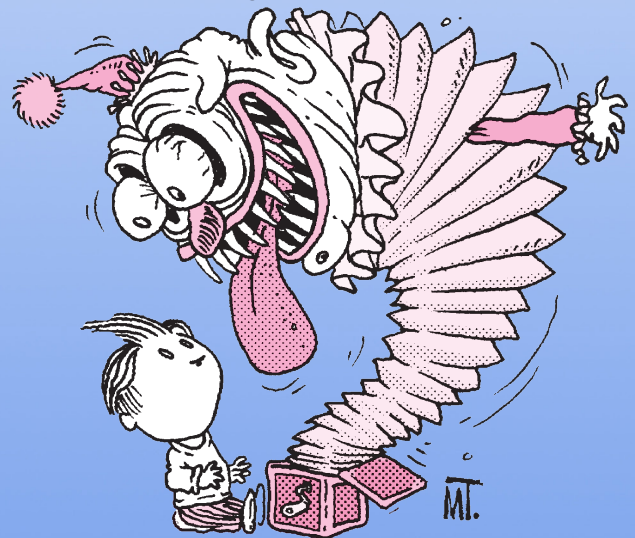
- Andrews McMeel Publishing
- Lasermach, Inc.
- Lulu
- Cafe Press

### 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



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For licensing opportunities, please contact:  
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