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KICKBACK PREVIEW ON ROK COMICS

Lancaster, England, 12 February 2008: ROK Comics is pleased to announce that a special mobile comics-styled preview of David Lloyd's crime thriller *Kickback* is now available to read on your mobile via wap.rokcomics.com.

The trailer comprises a special four-part preview for the book, first published in France by Editions Carabas and more recently in English by Dark Horse Comics.

"I enjoyed creating *Kickback* more than anything else I've produced in years," says creator David Lloyd of the book, an artist perhaps best known for *V for Vendetta* but whose credits include *James Bond*, *War Stories*, *Captain America*, *Doctor Who*, *Sandman* and many other titles.

"I always wanted to do a crime story that had the quality and style of some of the crime movies I admire," explains David, "where no-one says more than they need to in order to move the story along, and you care more about the people involved in it than the action sequences."

- The specially created four-part *Kickback* trailer is free to read on mobile and online, but if you want to take full advantage of the ROK Comics WAP site, subscribe to the service (www.rokcomics.com/subscribe) and access hundreds of comics at one low cost monthly rate.

When you subscribe a unique URL is sent to your mobile phone. Follow the link to ROK Comics, bookmark the page, and your access to all ROK Comics published strips is activated.

- For more information about *Kickback* visit www.lforlloyd.com
- You can buy the print edition from amazon.co.uk via tinyurl.com/ypvwnj.
- For more information about ROK Comics contact John Freeman on +44 (0)1524 63111 or email: john.freeman@rokmedialtd.com

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Direct Links to the Trailer Strips on ROK Comics

(There's embed code you can grab to put these on web sites):

Clip One

http://www.rokcomics.com/full_player.php?comid=61838494

Clip Two

http://www.rokcomics.com/full_player.php?comid=618386809

Clip Three

http://www.rokcomics.com/full_player.php?comid=618387465

Clip Four

http://www.rokcomics.com/full_player.php?comid=618387027

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Notes to Editors

- ROK Comics on Mobile (www.rokcomics.com and wap.rokcomics.com) is a new publishing solution enabling comics' creators and publishers to syndicate their works to mobile phone users worldwide. The service opens up huge worldwide commercial opportunities for all comic creators, artists, writers and publishers. With access to hundred of millions of handsets through existing Mobile Network Operator Agreements, ROK Comics can deliver digital comics straight to mobile handsets and collect revenue for doing so.

Telecom partners providing ROK Comics include China Mobile in China and Telenor in Pakistan, with new services in South Africa and India in development. ROK Comics has also provided comic creator services to UK broadcaster ITV.

ROK Comics is a new opportunity for publishers and creators to reach a worldwide audience who will be able to download the comics via Pay Per Download or subscription via Multi Media Messaging (MMS).

In addition to several licensed comics that are being offered via ROK Comics, publishers can also create Free Samples of strips that can be viewed online and on mobile to promote their print editions, and let fans know about them by e-mail, and provide an "Embed" of a strip, which can be posted on web sites, blog or company site.

- ROK Comics, managed by ROK Media Ltd, is part of ROK Entertainment Group, formed in 2003. ROK Entertainment Group provides mass-market mobile TV solutions over 2.5G GPRS, 3G and Wi-Fi.

With over 150 staff and offices in the UK, USA, China, South Africa, Brazil, Russia, and Pakistan – ROK has a truly global footprint with mobile technology & content supply agreements with many of the worlds leading MNO's.

ROK pioneered the introduction of content filled memory cards (MMC/SD) and has a Global Patent on the technology.