



"One of the few strips around where nearly every individual panel is stand-alone delight." — *The Onion*

"One of the five best features in any newspaper, period." — *The Comics Reporter*

"Richard Thompson's Cul de Sac is about a nuclear family, the most tired and easily-abused of comic-strip genres, but also the sturdiest. The action focuses on the two children of the family: grade-schooler Petey, a budding neurotic with a lovingly-assembled collection of eccentricities, phobias, weird tics, and totemic security objects; and preschooler Alice, hurtling like a locomotive through a happy world that exists only for her." — Shaenon Garrity for *The Comics Journal*

Consumer Target

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

Media

- Visit Cul de Sac daily at gocomics.com/culdesac
- Watch hilarious Ringtales animations at babelgum.com/culdesac

Awards

- 2010 National Cartoonists Society Reuben Award Nominee for Cartoonist of the Year, the NCS's highest honor

Brand Essence

- Dist. by Universal Uclick since 2007
- Thompson drew Cul de Sac for the *Washington Post* for nearly three years
- He has also drawn the comic strip, "Richard's Poor Almanac" for over 10 years
- Thompson's work can be seen in galleries and in several illustrated works

Licensing Notables

- 3 published anthologies including "This Exit" "Children at Play," and the latest "Golden Treasury" with over 10,000 copies sold to date
- The 2010 day-to-day calendar has sold over 15,000 copies!

Marketing Support

- Paid advertising on Reddit and Google
- House advertising promotions to all GoComics consumers for new book releases and other products.

Merchandise Program

- Andrews McMeel Publishing
- Andrews McMeel Publishing Calendars
- Zazzle

Target Categories

- Stationary
- Apparel
- Event/promotion
- Toy/Plush
- Home decor/bedding
- Jewelry
- Games

From Bill Watterson, creator of "Calvin and Hobbes":

"I became a big fan of Richard Thompson when I saw his book, Richard's Poor Almanac. Thompson has a sharp eye, a fun sense of language and a charmingly odd take on the world. Best of all, his drawings are wonderful—something one doesn't often see in cartoons anymore. I'm delighted to see 'Cul de Sac', and I have high hopes that Thompson will bring a much-needed jolt of energy to the daily newspaper. We have a real talent here."



For licensing opportunities, please contact:
Sarah DeCoursey
Director of Licensing
Universal Uclick
1130 Walnut Street
Kansas City, MO 64106
(816) 581-7336
sdecoursey@amuniversal.com
Or visit our web site at:
www.universaluclick.com