



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.

Consumer Target

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

Media

- Visit Lio daily at gocomics.com/lio

Awards

- 2009 National Cartoonists Society Reuben Award Winner for Best Comic Strip

Brand Essence

- Dist. by Universal Uclick since 2006
- Inspired by the edgier side of childhood make-believe
- Illustrated in an updated pantomime style
- International appeal because Lio has no dialog and tells stories through images
- Offers various shades of dark humor along with straightforward laughs
- Common references to old movies or classic comic strips
- 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!

Licensing Notables

- 3 published Lio anthologies including "Lio," "Silent but Deadly," and "Lio's Astonishing Tales" with 16,000 copies sold to date
- 2009 & 2010 day-to-day calendars have sold over 20,000

Marketing Support

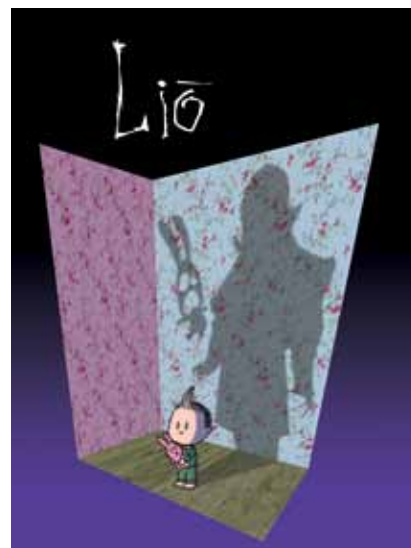
- Lio look-alike contest
- Currently being optioned in Hollywood

Merchandise Program

- Andrews McMeel Publishing
- Andrews McMeel Publishing Calendars
- Lasermach, Inc.
- Lulu
- Zazzle

Target Categories

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



Lio is one of the most original and unusual comic strips available today, and we think you are going to love it.



An Andrews McMeel Universal Company

For licensing opportunities, please contact:

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www.universaluclick.com