



ROK Media Ltd, First Floor, Kings Yard, High Street, Lancaster, LA1 1LA, UK
Tel: +44 (0)1524 63111
ROK Comics: www.rokcomics.com

ROK COMICS' GOES FREE TO VIEW

Mobile Comics Publisher offers ad-supported Web Viewing of Comics

Lancaster, England, 16 September 2008: ROK Comics, a subsidiary of the ROK Entertainment Group Inc. (OTCBB: ROKE), the global mobile entertainment company, is pleased to announce many of the comics published on the service are now Free To View on the web in an ad-supported format.

Marking a major change in the way ROK Comics promotes its comics to mobile service, almost all the comics on the web site (www.rokcomics.com) are now Free To View online.

ROK Comics, which offers comic creators and comic publishers the means to create comics in a format suitable for mobile phone presentation via WAP sites, is also making strips viewable via its web site in an ad-supported format.

The online versions of the strips can be embedded on almost any web site using players similar to many video sharing sites such as ROK's own Newsjack.tv service or sites such as YouTube.

"We have allowed limited viewing of Pro Comics online since the service began last year," explains Managing Editor John Freeman, "but an opportunity has arisen for us to promote the service in an ad-supported format on the web, and we've chosen to try that route.

"We think this is an appropriate move for ROK Comics," added ROK Media CEO Graham Baines. "It enables full promotion of most of the comic brands we feature."

There will be some territorial and contractual restrictions on certain strips being published under license but top independent creator strips such as David Fletcher's humour strip Crumb, Ian Gibson's quirky Annie Droid, Chris Reynolds' superheroine series Moon Queen, Rich Diesslin's Mobile Gospel, Kennedy Rose' hilarious Anomaly, Rodrigo Ricci's vampire tale *Ligeia*, John Maybrury's *SpaceBabe* and Josh Alves' *Tastes Like Chicken* are now viewable in full online.

"Reaction to the change has been positive," says John. "From the outset, we knew ROK Comics was at the forefront of a new development for comics, bringing them to mobile, and the past year has been a tremendous and exciting learning curve.

"Many creators have been very positive about comics on mobile, recognising the potential of a huge market that big comics publishers are just beginning to wake up to. Like us, they see mobile comics as a way of raising awareness of their creations in a format that reaches many new readers, and the potential, ultimately, for making money from this new form.

"Many see mobile a great way to promote their characters and strips, complementing their other distribution methods."

Creators and publisher will share in any paid-for ad revenues generated by the online presentation, just as they already share revenue on WAP subscription page views from ROK's mobile subscriber

Contact: John Freeman Managing Editor, ROK Comics
E-mail: john.freeman@rokmedialtd.com

services operated in partnership with key telecoms such as Telenor, Exact Mobile and retailers such as Claires.

Hand in hand with changes noted above, the ROK Comics design team have transformed the main subscription-based WAP site (wap.rokcomics.com). For pricing details in your country go to www.rokcomics.com/subscribe.php.

In the UK, for a free trial of the service on your mobile, text COMIC to 83736. For a full subscription text COMIC SUB to 83736. The UK subscription price is just £3 a month. You need to bookmark the site when you follow the link you are sent.

Ends.

For further information contact John Freeman: john.freeman@rokmedialtd.com

Notes to Editors

ABOUT ROK COMICS

• **ROK Comics** on Mobile (www.rokcomics.com) is a mobile comics 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. **The ROK Comics Creator Tool** is also offered as a standalone 'sticky' content feature for a variety of companies and was utilised last year by UK TV network ITV to promote I'm A Celebrity Get Me Out of Here (for more information contact louise.goddard@rokmedialtd.com)

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.

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) and WAP. Creators publishing professionally via ROK Comics will receive up to 50% of the available revenue on every sale, with full access to sales statistics, viewings and more.

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 also provide an "Embed" of a strip, which can be posted on web sites, blog or company site.

Publishing partners include King Features, Egmont, the Mirror and Express national UK newspapers and comics publisher Markosia.

• ROK Comics, managed by ROK Media Ltd, is part of **ROK Entertainment Group**, founded in 2004, a global mobile entertainment group.

With approximately 200 staff worldwide, ROK has filed more than 40 international patents for its suite of innovative mobile technologies.

With 3 billion mobile handsets in use worldwide, the mobile entertainment industry is a multi-billion dollar business.

ROK TV enables the streaming of live and on-demand TV to mobile phones over mass-market 2.5G, as well as over 3G and Wi-Fi.

Forward-Looking Statement

The information contained in this new release, other than historical information, consists of forward-looking statements that involve risks and uncertainties that could cause actual results to differ materially from those described in these statements. Forward-looking statements regarding the timing of developing, testing and releasing existing and new products, of marketing and selling them, of deriving revenues and profits from them, as well as the effects of those revenues and profits on the Group's margins and financial position, are uncertain because many of the factors affecting the timing of those items are beyond the Group's control.