

PRESS RELEASE

10 August 2007

LOOK AND LEARN AND ROBIN HOOD GO MOBILE

- **Look and Learn has partnered with ROK Comics to publish classic comic strips for mobile phones**
- **The first strip adapted for mobile phones is 'Robin Hood' from *Swift*, drawn by the great Frank Bellamy**
- **In addition, ROK is offering a selection of Look and Learn images as retro 'wallpapers' for mobile phones**

Look and Learn is pleased to announce a partnership with ROK Comics to bring its extensive archive of classic British comics to mobile phones. In addition, Look and Learn is making its extensive image archive available to ROK Comics' parent company, ROK Media, to offer as mobile phone wallpapers via www.fonepark.com

ROK Comics aims to adapt some of the most outstanding comics from *Look and Learn*, *Jack and Jill*, *Playhour*, *Swift* and *Robin* for mobile presentation, bringing the stunning art and stories from the comics to a whole new audience around the globe, working with over 30 selected telecom partners.

The first strip to be adapted for mobile phones is *Robin Hood* which was written by Clifford Makin and drawn by Frank Bellamy (who went on to draw *Dan Dare* for *Eagle*, *Thunderbirds* for *TV21*, Garth for the *Daily Mirror* and Doctor Who illustrations for the *Radio Times*). The *Robin Hood* strip originally appeared in *Swift* in 1956-57 and is the first of a number of Frank Bellamy strips ROK Comics is publish.

The adapted comics are available for purchase at www.rokcomics.com and wap.rokcomics.com via Multi Media Message delivery to any MMS-capable phone on almost any network worldwide.

Laurence Heyworth, Publisher of Look and Learn, said: "Viewed on mobile phone, these comic strips and images have great retro appeal. We are delighted that this material is now being used in ways that could only have been dreamed of by its creators."

"Robin Hood looks as fresh today as when it first appeared," says ROK Comics Managing Director John Freeman, formerly an editor at Marvel UK and Titan Magazines. "We feel sure that this strip will capture the imaginations of today's mobile users."

ROK Comics Robin Hood page: www.rokcomics.com/robinhood.php

(You will need a mobile phone capable of receiving MMS to view the Robin Hood comic strip. The first episode can be viewed free on the site.)



For further information, please contact either of the following:

Steve Holland (Archivist) at archivist@lookandlearn.com or on 01206 560802

John Freeman for ROK Comics at john.freeman@rokmedialtd.com or on 01524 63111

ABOUT SWIFT'S ROBIN HOOD

'Robin Hood and His Merry Men' ran in *Swift* Volume 3:19 - 3:52, 4:1 - 4:8 (12 May 1956 - 29 Dec 1956, 5 Jan 1957 - 23 Feb 1957).

A follow up strip, 'Robin Hood and Maid Marian' ran in Volume 4:9 - 4:33 (2 Mar 1957 - 17 Aug 1957)

ABOUT LOOK AND LEARN

Look and Learn was Britain's most successful illustrated children's educational magazine, running between 1962 and 1982 for over a thousand issues. Throughout the 1960s, the magazine regularly sold several hundred thousand copies a week in the United Kingdom and around the world. During its 20 year run, it incorporated eight other magazines, including *The Children's Newspaper* (1919-65) and *Ranger* (1965-66), before itself coming to an end.

When *Look and Learn* closed it left behind a treasure trove of material which was to lie largely forgotten for nearly a quarter of a century. In late 2004 a new company was set up to acquire from IPC Media the rights to *Look and Learn* and the magazines that were incorporated into it (excluding some comic strips), together with what remained of the archive of original artwork. Since then, a small team has tracked down much more of the artwork, so that the company now owns many thousands of the paintings used in the magazine; it has also been able to borrow thousands more paintings from the Illustration Art Gallery (www.illustrationartgallery.com), the leading dealer in this field, for scanning and incorporation into the digital archive.

As well as re-assembling the archive of original artwork, the team has written a history of *Look and Learn*, compiled biographies of the major illustrators, digitised the magazine and much of the artwork and created a website and on-line picture library. It has also digitised the entire run of *The Children's Newspaper*, an issue of which is being re-published every day at www.lookandlearn.com. In May 2006, the company acquired, again from IPC Media, rights to a number of nursery papers published at the same time as *Look and Learn*, including *Jack and Jill* (1954-85), *Playhour* (1954-87), *Swift* (1954-63) and *Robin* (1953-69), each of which sold several hundred thousand copies a week during the 1960s.

Look and Learn is currently publishing a limited series of 48 issues of a new magazine made out of the best of the original magazine.

On 6 September 2007 Century/Random House is publishing *The Bumper Book of Look and Learn*, a lavishly illustrated tribute to the magazine.

ABOUT ROK COMICS

ROK Comics on Mobile 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.



Available via mobile and the web at www.rokcomics.com, 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 will be 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.

John Freeman, a veteran of the comics and magazine world is spearheading ROK Comics.

"John and I have been viewing the potential for comics on mobile phones for some years and now with advances in handset technology and ROK's huge distribution network we have finally made this a reality. We believe that this is a great mass market opportunity for creators and publishers alike" said Graham Baines, CEO, ROK Media Ltd.

"There are thousands of comics creators worldwide who publish independently or online, with no way to profit from their hard work. By enabling mobile delivery, syndication of their creations is now instantly possible, generating real revenue" commented John Freeman, Editor, ROK Comics Ltd.

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.

END