

NEW PEOPLE

MEDIA ALERT

Media Contact:
Erik Jansen
MediaLab
erik@medialab-pr.com
(714) 620-5017

#1 BESTSELLER COMIC ARTIST AND POP CULTURE PROVACATEUR MATT INMAN TO BE GUEST FOR *NEW PEOPLE TALK*

Creator Of Popular Web Site THE OATMEAL Appears At NEW PEOPLE For Autograph Session And Lively Presentation On Newly Published Book

San Francisco, CA, April 4, 2011 – NEW PEOPLE is proud to welcome bestseller comic artist and pop culture provocateur Matthew Inman for a special talk presentation and autograph session beginning at 3:00pm on Saturday, April 16th. Inman is the creator of the celebrated website [The Oatmeal](http://TheOatmeal.com). He will discuss his work and newest book, *5 Very Good Reasons to Punch a Dolphin in the Mouth (And Other Useful Guides)*, at the NEW PEOPLE event.

The NEW PEOPLE Talks are an ongoing series featuring visionary individuals that are introducing new and original hybrid values and fostering the exchange of philosophies and ideas across different cultures.

To attend the Matthew Inman event, individuals must reserve his book *5 Very Good Reasons to Punch a Dolphin in the Mouth (And Other Useful Guides)*, available for \$15, ahead of time at www.newpeopleworld.com.

The event offers free admission with the online reservation of his book, *5 Very Good Reasons to Punch a Dolphin in the Mouth (And Other Useful Guides)*, available for \$15.00 at www.newpeopleworld.com. Purchased copy will be distributed at the event. Inman's autograph session will follow the presentation in the cinema. The Oatmeal's extremely popular merchandise will be available for purchase at the event, but attendance to the NEW PEOPLE Talk will be limited to those who purchase Inman's book. *This event is expected to sell out.*

Inman's *5 Very Good Reasons to Punch a Dolphin in the Mouth (And Other Useful Guides)* is a hilarious comics anthology filled with quirky scenes such as samurai sword-wielding kittens and hamsters that love .50-caliber machine guns commingling with a cracked-out Tyrannosaurus that is extremely hard to potty train. More than 60 of the artist's illustrations and guides are also featured in full-color, such as "4 Reasons to Carry a Shovel at All Times" and "8 Ways to Tell if Your Loved One Plans to Eat You."

Inman's website, The Oatmeal, was created in 2009 and features his humorous comics, drawings and creative, sometimes scathing social commentaries. The site receives more than 4.6 million unique visitors and 20 million page views a month. The Oatmeal also has been featured on programs including *Last Call with Carson Daily* and was named by Time magazine

as one of the Best Blogs of 2010. More information is available at <http://theoatmeal.com/book> and <http://www.facebook.com/theoatmeal>.

About NEW PEOPLE, Inc.

Based in San Francisco, California, NEW PEOPLE, Inc. (www.newpeopleworld.com) offers the latest films, art, fashion and retail brands from Japan through its unique entertainment destination as well as through licensing and distribution of selective Japanese films. NEW PEOPLE Entertainment (www.newpeopleent.com), a film division of NEW PEOPLE, Inc. strives to offer the most entertaining motion pictures straight from the "Kingdom of Pop" for audiences of all ages, especially the manga and anime generation, in North America. Some titles include DEATH NOTE, GANTZ, KAMIKAZE GIRLS, and THE TASTE OF TEA.

###