

If Your Audience Wants to Know About Comic Books and Pop Culture Collectibles, Ask the Experts at Diamond!

From the smallest comic book specialty shops to the largest bookstore chains, nobody understands or appreciates the world of comic books and pop-culture collectibles like Diamond. This makes us a valuable and reliable source of information for articles on the comic industry, related media projects, and other pop-culture topics of interest to your audience!



Founded by Steve Geppi in 1982, Diamond Comic Distributors has grown from a regional operation with 17 customers to the world's largest distributor of English-language comic books and related pop-culture merchandise. From strategically located Distribution Centers throughout North America and the U.K., Diamond services more than 3,500 comic book specialty shops every month, plus another 1,000 retailers who carry comics and products as sidelines. Diamond also exclusively represents many of the comic industry's top publishing powerhouses, including DC Comics, Marvel Comics, Dark Horse Comics, Image Comics, and Wizard Entertainment.

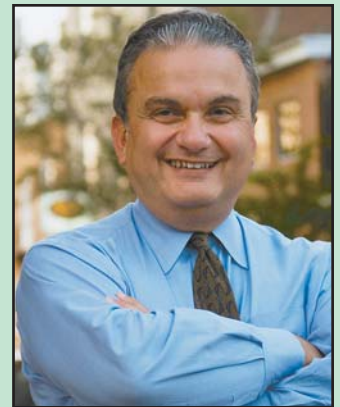
In its 20+-year history, Diamond has expanded beyond comics to bring the best pop-culture products and services to retailers, consumers, and collectors in other markets through a network of sister companies, including **Diamond Book Distributors** (which makes a wide selection of graphic novels, anime, gaming, collectible toys, and other pop-culture merchandise available to the mainstream retail book market), **Gemstone Publishing** (publishers of *The Overstreet Comic Book Price Guide* — the comic book industry "bible" — and many other respected collectibles price guides), and **Diamond International Galleries** (headquarters for a near-limitless array of comics, original comic art, posters, animation cells and backgrounds, drawings, oils, and antique toys).

THE EXPERTS

Steve Geppi

Diamond President & CEO

A native of Baltimore's famed Little Italy neighborhood, Steve Geppi is not only a respected authority on comic books and the comic book industry, but a passionate champion of the comic medium. A comic-book fan since childhood, Steve — a former postal worker — entered the comic business in 1974 when he founded the prosperous Geppi's Comic World retail chain. When a distributor servicing the chain folded in 1982, Steve created Diamond Comic Distributors to fill the void. In addition to earning the admiration of his peers within the industry, Steve's keen business acumen in this unique field has earned him high-profile media coverage in national business magazines, and even an appearance in a nationally televised AT&T ad. Steve has also earned numerous honors and awards, such as his recent induction into the Maryland Chamber of Commerce's Maryland Business Hall of Fame. Steve is equally conversant and ardent about his hometown, which is reflected by his involvement as publisher of *Baltimore Magazine*, and as part owner of the Baltimore Orioles baseball team. He will share his love of comic books and pop-culture collectibles with the public in the summer of 2006 when he opens Geppi's Entertainment Museum, which will celebrate the role of entertainment in mainstream culture.



Kuo-Yu Liang

Vice President of Sales & Marketing, Diamond Book Distributors



With over 20 years of experience in the book market, Kuo-Yu Liang offers unmatched expertise in graphic novels, manga, and their growing impact on mainstream audiences. Kuo-Yu joined Diamond Book Distributors in 2002 when the company — a division of Diamond Comic Distributors — was founded. He has been associated with books and pop-culture entertainment since he was a kid growing up in Taiwan reading manga and watching anime. Over the course of his career in publishing, he has been a bookstore buyer and headed up a sales force selling computer games. Prior to joining Diamond, Kuo-Yu spent 13 years with Random House serving in various management capacities, including Associate Publisher of the world's largest science-fiction imprint, Director of Marketing, and Director of Licensing. Kuo-Yu possesses wide-ranging experience in working with some of today's top media and pop culture properties, which affords him valuable insights into the trends and challenges surrounding the growing popularity of graphic novels in the mainstream book market.



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