

FOR IMMEDIATE RELEASE

Contact: Megan Beatie
MB Communications
(818) 678-6288
megan@meganbeatie.com

ANOMALY

THE RUBICON

pushes the frontiers of science fiction storytelling
by Skip Brittenham & Brian Haberlin



“Graphic novels and illustrated storytelling are the reasons I fell in love with our medium in the first place. *Anomaly* is the reason I LOVE it even more! First class all the way, raising the bar for all of us fans!” —**Kevin Eastman, Publisher, Heavy Metal Magazine & Co-Creator of the Teenage Mutant Ninja Turtles**

“Just when I thought all avenues of reimagining another world had been taken, Skip and Brian paved a new direction no one’s gone before with *Anomaly*, but even more impressive is how much farther down this new path they

take us this time around. Great sci-fi transports us to unimaginable worlds, populated with unforgettable characters, yet somehow manages to be a reflection of our current times. *Anomaly: The Rubicon* is no exception...” —**Andrew Stanton, Pixar (*Toy Story*, *Monsters, Inc.*, *Finding Nemo*, *WALL-E*)**

When the science fiction graphic novel *Anomaly* was published in 2012, it challenged artistic and technological limits with its simultaneous release of a glossy hardcover book (the longest original full-color graphic novel ever published) and a companion app that implemented Augmented Reality (AR) to offer an interactive reader experience. The book received wide critical acclaim, with *Ain’t It Cool News*’s review noting “you’d be hard-pressed to find artwork in any graphic novel that stacks up next to *Anomaly*,” and *USA Today* raving that it’s the “kind of book you’d want on a desert island... 356 cinematic, widescreen pages of a sci-fi universe akin to something out of the Star Wars or Mass Effect franchises.” *Publishers Weekly*’s review praised the book as “a spectacular work” and “a winner from start to finish.”

Now, Anomaly Productions releases the long-awaited sequel by co-creators Skip Brittenham and Brian Haberlin—**ANOMALY: The Rubicon**, available to the general book trade on November 15, 2017 with an early exclusive release to comic book stores on September 20, 2017.

Continuing the adventure that began with *Anomaly*, the sequel is entirely accessible to new readers while satisfying dedicated fans eager for fresh adventures with their beloved characters. As with its predecessor, the new book truly expands the frontiers of storytelling with its unique AR capability, accessed through a free app downloaded to the reader's smart phone or tablet. Readers can view interactive images, bonus scenes and explore the wider Anomaly universe with a massively detailed digital appendix/encyclopedia—all by simply interacting with the physical book using the app. And **ANOMALY: The Rubicon** is the only graphic novel on the shelves that will have additional content *post publication*—new scenes, new developments, “making of” demos, even reader contests will be part of the immersive ANOMALY AR experience.

The graphic novel is a massive edition befitting a massive endeavor: 15 inches by 10 inches in size, and 264 pages in length. And like the first book, **ANOMALY: The Rubicon** is rendered in a horizontal letterbox aspect, rather than the standard vertical aspect, for an immersive “widescreen” experience, with fully painted digital art, and state-of-the-art color printing so rich and dazzling the visuals soar off the page.

Yet high-tech bells and whistles mean little without a worthy and engaging story to tell.

ANOMALY: The Rubicon is a futuristic epic of adventure, discovery and what it means to be human in a world dominated by technology and bureaucracy. In the original installment, a diverse group of explorers journeyed to a remote planet known as Anomaly, a bizarre world that seemed to defy all expectations of planetary development and evolution. But it was a voyage from which they were never meant to return. The mission survivors discovered shocking secrets behind the planet's origins, and why the Conglomerate—the all-powerful hegemony that rules human-controlled space—wanted those secrets to remain hidden.

Half the galaxy away and presumed dead, the survivors will now bring the fight to those who sent them off to perish. Captained by Jon, a veteran soldier seeking redemption for his past, and inspired by Samantha, a wealthy elite citizen who dreams of a more just society, they are determined to expose the dark secrets that keep the Conglomerate in power. They will take their stand at a place called the Rubicon: a planet-wide display of power, wealth and military might.

It's a showy and decadent high-tech carnival where the latest killing machines are paraded before the public and where citizens are entertained by gruesome blood sports. Here, they will have one chance to make a push against a system that is ruthless about pushing back.

For more information, including downloadable art, video and other media, go to ExperienceAnomaly.com/press.

ANOMALY: The Rubicon

by Skip Brittenham & Brian Haberlin

Anomaly Productions

ISBN: 978-1936644148; Pages: 264; Retail price: \$49.00

Exclusive comic book store release: September 27, 2017

General publication date: November 15, 2017

ANOMALY: The Rubicon SPECIAL COLLECTOR'S EDITION

ISBN: 978-1936644193, Price: \$99.99; Pub Date: November 15, 2017

The Special Collector's Edition is packaged in a gift box with an alternate book jacket, and comes with exclusive prints (which will be AR-enabled), and is a limited edition of 500 units.

Praise for ANOMALY

"The kind of book you'd want on a desert island ... 356 cinematic, widescreen pages of a sci-fi universe akin to something out of the Star Wars or Mass Effect franchises." – **USA Today**

"You'd be hard-pressed to find artwork in any graphic novel that stacks up next to *Anomaly* and this isn't one of those books you hide when company comes over." – **AintItCoolNews.com**

"To students of the genre, *Anomaly* will feel instantly familiar in a good way." – **Nerdist.com**

"It's a spectacular work whose storytelling looks and feels like a movie. Loaded with impressive painted visuals, an exciting story that fleshes out its characters and their very well-developed worlds, and a very engaging cast, this one's a winner from start to finish." —**Publishers Weekly (starred review)**

"*Anomaly* is essentially a good, old fashioned, *Avatar*-meets-*John Carter* sf/fantasy story, but envisioned and executed on a massive scale." —**Starburstmagazine.com**

"*Anomaly*... is not just all bells and whistles (the bells and whistles are very cool, though). ...it is solid and entertaining." —**BookReporter.com**

"A meaty, sophisticated book filled with epic story and art that reads like a movie."—**Todd McFarlane**

"Loaded with offbeat characters and idiosyncratic socio-structures, **ANOMALY** does a smashing job of bringing us back to the fundamentals of humanity." —**Ridley Scott**

“**ANOMALY** is one of the most innovative and rousing epic adventures I’ve seen. This story of a team of explorers marooned on a distant planet marries action and ideas in spectacular fashion, and holds important lessons for our society today.” —**Harrison Ford**

“It’s difficult to adequately describe, praise, or assess **ANOMALY** by the usual terms, all of which is actually a very good thing: it means you’re beholding something altogether NEW. It will seriously kick the next generation of entertainment media into high gear, and deliver to all the prognosticators, speculators and skeptics an effective kick to their collective asses as well.” —**Bill Sienkiewicz**

About Anomaly Productions:

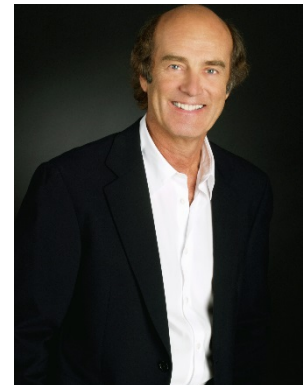
Anomaly Productions is a cutting-edge media company launched by creators Brittenham and Haberlin. Anomaly Productions combines stunning artwork and rich stories to build deeply immersive worlds that can be experienced across multiple platforms and in a multitude of ways. **ANOMALY** is its first release, with three other projects in various stages of production.

For more information visit:

www.experienceanomaly.com or www.facebook.com/ExperienceAnomaly

About Skip Brittenham:

Skip Brittenham is the author of a series of illustrated fantasy novels from Anomaly Productions, including *Between Worlds*. He is also a senior partner of Ziffren Brittenham LLP, one of the country’s premier entertainment law firms, where he has represented some of the world’s most successful actors, directors, and producers. For more than 20 years, he has worked closely with leading animation companies including Pixar, DreamWorks Animation and Illumination Entertainment, and has served on the boards of both Pixar and DreamWorks Animation.



About Brian Haberlin:

Brian Haberlin is a comic book artist, writer, editor and producer. He began his career in comics working at Top Cow Productions, where he co-created the *Witchblade* franchise, which has since expanded to include multiple spin-offs, a live action television series, an anime, and an upcoming film. He founded Haberlin Studios in 1995, producing commercial illustrations and digital coloring for Marvel Comics, DC Comics and Image Comics. He then co-founded Avalon Studios, which published many successful fantasy and sci-fi titles, including *Stone*, *Aria*, *Area 52*, and *M-Rex*. Haberlin also served for two years as Editor-in-Chief of Todd McFarlane Productions and penciled and inked its flagship title, *Spawn*. He currently runs Digitalarttutorials.com and teaches comic art at Minneapolis College of Art and Design. He is also a contributor to *3d World* and *ImagineFX* magazines, and his work is in the permanent collection at the Smithsonian Museum.

