

For Immediate Release

POPMATTERS LAUNCHES PUBLISHING IMPRINT WITH SOFT SKULL PRESS

Chicago, IL, 09 January, 2006 – *PopMatters*, the #1 independent pop culture site on the web, and Soft Skull Press, the highly respected independent book publisher, today announced plans to introduce a *PopMatters* Books Imprint.

The *PopMatters* Books Imprint will extend the discussion and documentation of global pop cultural matters from the online essays, interviews, and reviews *PopMatters* readers expect, to in-depth, book-length explorations of cultural criticism. *PopMatters'* diverse staff and their savvy and entertaining writing styles, combined with Soft Skull's like-minded commitment toward publishing content that addresses critical cultural matters of our time, will further engage readers who crave a book in hand as a vital supplement to their varied, intellectually-fulfilling diet. Books to be published under the *PopMatters* imprint are in process, and we anticipate announcing the first of them in Spring 2006.

"This is a great opportunity for *PopMatters* to broaden its readership and extend its brand," said Sarah Zupko, *PopMatters* Founder, Editor & Publisher, "Branching out into book publishing has long been one of my goals for *PopMatters*. We have an incredibly talented and diverse crew of editors and writers. Their work is smart and topical, addressing not only products of cultural expression (music, books, movies, and such), but also issues in pop culture (cultural and electoral politics, an understanding of economic and social pressures, and such). They write on all matters in pop culture with historical understanding and academic depth – and they do it with style. So it's only natural to extend this depth and knowledge into the book form. This is an exciting progression for both our writers and our readers. I'm very pleased to be partnering with Soft Skull."

"To understand the world, we must think globally and comprehend the hybrid," said Soft Skull Publisher Richard Nash. "PopMatters is by far the most internationally-oriented of the online culture magazines; it seamlessly unites high and low, disregarding boundaries, overturning conventional wisdom, and does so with style and brio. It's a thrill to be working together."

About PopMatters

Founded in 1999 by Sarah Zupko, *PopMatters*, the #1 independent pop culture site on the web, is an international online magazine of cultural criticism that is dedicated to documenting our times and promoting cultural understanding. *PopMatters* cultivates smart writers from the world-at-

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large. *PopMatters* recognizes that creative, compassionate intellectuals reside in all levels of society, in all types of societies, and it values their ability to provide intelligent, entertaining cultural criticism in the form of thoughtful essays, interviews, and reviews. *PopMatters* is listed as one of *Entertainment Weekly's* favorite pop culture sites "Impressively comprehensive overview of music, books, movies, and more . . ."; Music critic Jim DeRogatis has said that "writing as thought-provoking, engaging, insightful, witty, and just plain ol' fun as much of the fare on *PopMatters* is a rare and wonderful thing, and it should be treasured." Many *PopMatters* writers are called upon for their opinion by notable members of the media such as the BBC, NPR, MSNBC, Radio Australia, and VH1. Publications such as USA Today.com, Altnet.org, and Movies.com regularly pick up links to *PopMatters* articles and post quotes from *PopMatters* writers.

Soft Skull Press

"Visionary"—*Publishers Weekly*; "One of the most visible and respected alternative houses in the US . . . like Grove Press in the 1950s and 1960s."—*Quill & Quire* (Canada); "[S]olidly grounded, daringly provocative food for the brain."—*Willamette Week*; "Thinking globally, publishing quirkily"—*Flavorpill LA*; "[T]akes pride in putting out books other publishers avoid like ricin"—Wall Street Journal. *Publishers Weekly* named its Publisher Richard Nash as one of the Ten Editors to Watch in the coming decade, and the Association of American Publishers named him recipient of the 2006 Miriam Bass Award for Creativity in Independent Publishing.

View *PopMatters* at www.popmatters.com

For more information about Soft Skull, visit www.softskull.com