



Corporate Backgrounder

Mission:

To be the world's premier publisher of Catholic children's content. Rock House Press is dedicated to delivering beautifully illustrated, fun and theologically substantive content that enables children around the world to experience the joy of reading while helping them to live their Catholic faith to the fullest.

The Purples Are Coming! is the first of four volumes of the HAPPINESS MARCH ADVENTURE SERIES by children's book authors, Ilow & Sheri Roque. Written as a fun, beautifully illustrated long verse poem that will tickle the funny bone and warm the heart, **THE PURPLES ARE COMING!** enables children of all ages to develop a love of reading while gaining a deep appreciation of Catholic faith and virtues. The book's fanciful characters are inquisitive and endearing. The lush, whimsical illustrations convey symbolic meanings while seamlessly integrating a subtle discussion of the love of God and prayer into a delightful story of spring in the animal kingdom.

THE PURPLES ARE COMING! is meant to be read aloud, providing a fun way to bring families together while reinforcing important aspects of their Catholic faith. Beginners will find the lush illustrations delightfully captivating. More experienced readers will enjoy the whimsical poetic narrative and the underlying symbolism. Zany characters and humorous situations are used to great effect, as is the subtly expansive vocabulary. **THE PURPLES ARE COMING!** is great for family gatherings, providing fun for family and friends.

THE PURPLES ARE COMING! is available in dust-jacketed hardcover format designed to last. At \$17.99, with 10 inch square sewn pages and reinforced binding, the book is meant to be lovingly read and enjoyed for generations.

The Market

According to the 2009 U.S. Census Bureau data on the state of U.S. Book Sales, the U.S. Book market was \$16.893b in 2008, out of which, the category for Juveniles ranked 2nd in the top five categories, representing 10.69% of all U.S. trade books produced.

U.S. CENSUS BUREAU DATA (2009)

\$Millions/Month	2009	2008	2007	2006	2005
Jan	2,233	2,285	2,175	2,206	2,053
Feb	1,010	1,144	1,012	1,082	1,070
Mar	998	1,019	999	1,071	1,082
Apr	969	1,002	908	967	979
May		1,156	1,101	1,150	1,098
Jun		1,074	1,130	1,210	1,129
Jul		1,124	1,189	1,108	1,187
Aug		2,462	2,285	2,091	2,167
Sep		1,507	1,562	1,521	1,511
Oct		1,053	1,103	1,023	1,030
Nov		1,054	1,187	1,103	1,111
Dec		2,014	2,113	2,057	2,179
Total (year)		16,893¹	16,768	16,589	16,596

Note: The figures above include non-media sales as well (e.g.: DVDs, CDs, coffee, etc.). The combined total for media sales (mainly books) of the Barnes&Noble and Borders chains plus Amazon North America and BN.com was \$13.70 billion



The Spanish Book Market

The United States has more than 38 million Latinos, making it the fourth-largest Hispanic country in the world. The buying power of U.S. Hispanics is greater than the entire gross national product of Mexico, at more than \$580 billion. By the year 2020, U.S. Hispanics will number 70 million people, representing 21% of the overall population. Kiser & Associates' estimates put the size of the Spanish book market in the U.S. at more than \$350 million.

- 100+ wholesalers and retailers in the U.S. specialize in Spanish-language material.
- Thousands of public and academic libraries house collections of Spanish and Latin American books.
- More than 1.2 million students are enrolled in Spanish-as-a-Second Language classes in California, Texas and Florida combined.
- 80,000 Spanish-language titles are published annually worldwide.

Source: Kiser & Associates, internationally recognized expert on the Spanish book industry in the United States

Catholic Demographics

According to recent data published by the Center for Applied Research in the Apostolate (CARA) at Georgetown University, as of 2009 there were 65.2 Million Catholics in the U.S. (approximately 22% of the U.S. population), with 1.569M students attending 6,028 Catholic Elementary Schools. This compares to a World Catholic population of 1.14b (approximately 17% of world population) with 29.800M students attending 91,694 Catholic Elementary Schools.

U.S. DATA (2009)

Parishes	18,280
Catholic population	65.2m
Percent of U.S. population	22%
Catholic elementary schools	6,028
Students in Catholic elementary schools	1.568m

WORLD DATA (2009)

Parishes	218,383
Catholic population	1.147b
Percent of world population	17%
Catholic elementary schools	91,694
Students in Catholic elementary schools	29.800m

Demographic trends are shifting in the U.S.

The U.S. Census Bureau reports that the U.S. population is becoming older and more racially and ethnically diverse. The largest and fastest-growing minority group was Hispanics, who reached 46.9 Million in 2008, with thirty-four percent (34%) of the Hispanic population under the age of 18. Whereas in the wider U.S. population, the total number of children under age 5 was 21 Million in 2008, with the number of elementary school-age children (age 5 to 13) reached 36 Million. With Catholics comprising 23% of the U.S. population, and U.S. Catholic households at 15.9 million, **THE PURPLES ARE COMING!**, and subsequent volumes of the company's "HAPPINESS MARCH ADVENTURE SERIES," could reach an estimated U.S. Catholic population of children 9 years old and younger well in excess of 9.3 million.

U.S. Catholic Parish Snapshot

Here are some interesting facts about U.S. parishes and their catechetical organizations:

- The average parish serves 3,254 members, or 1,269 families.

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- The average parish school of religion teaches religious education to 292 Catholic pre K-12 children. Parish schools of religion teach religion to more than 4.1 million children.
- The average parish school of religion has 24 volunteer catechists reporting to the Director of Religious Education.
- There are 14,085 parish DREs and approximately 350,000 catechists actively teaching in U.S. Catholic parish schools of religion.

Sources: *The 2007 Official Catholic Directory*
Catholic Information Project, United States Conference of Catholic Bishops, 2006

These statistics make a strong case for why Rock House Press is well positioned to address the growing desire of young families, both in the U.S. and the world over, to have access to high quality imaginative Catholic children's content available for them to cherish and enjoy over the years to come.

The Company

Based in La Jolla, California, Rock House Press is a publisher of Catholic children's books, electronic media and interactive learning materials. Rock House Press is dedicated to evangelizing children and young families, delivering high quality products that promote Catholic faith, prayer, and virtues through imaginative children's literature that is both entertaining and theologically substantive. With its books translated into the seven principal languages of the major Roman Catholic countries of the world, Rock House Press positions itself as one of the world's premier sources of quality Catholic children's content. All appropriate permissions (*nihil obstat* and *imprimatur*) are secured before any books are published under the Rock House Press imprint.

The History

The road that leads from options market-maker and founder of Chicago's world renowned International Trading Institute, to high-tech healthcare entrepreneur and founder of Sharp HealthCare's HCN-California Network, to Catholic children's book author and publisher may not be the road most traveled by, but for La Jolla businessman and published author, Ilow Roque, it just may be, paraphrasing the words of U.S. Poet Laureate, Robert Frost, "*the road that makes all the difference.*"

On January 21st, 2009, on the Feast of St. Agnes, Ilow and his wife of nearly twenty years, Sheri, an artist by avocation and published author herself, were watching a news clip of the blessing of the lambs (See YouTube™ videos found at: <http://www.youtube.com/watch?v=nkk7CisI7Q>). In honor of the Feast of St. Agnes, the Holy Father blesses the lambs whose wool will be used for *palliums* that are bestowed to metropolitan archbishops on the Feast of Saints Peter and Paul. The *pallium* is a sign of union with the seat of Peter. Ilow recalls: "Seeing those two snow white lambs sitting serenely with legs folded on their pillows, each adorned with a crown of roses, they were just so beautiful, they inspired me. It was as if the character of Bella Lambrusco and the entire HAPPINESS MARCH ADVENTURE SERIES crystallized fully formed in my mind's eye."

And so Ilow began writing the first draft of **The Purples Are Coming!** the first of what today stands as a four volume set, "The HAPPINESS MARCH ADVENTURE SERIES." While Sheri set to work illustrating the first book, Ilow drafted the three subsequent volumes in the series. "The word *"draft"* is key," Ilow insists. For even though Sheri is the artist solely responsible for the books' beautiful illustrations and Ilow is the creator of the stories, both take equal writing credit. "These books are so much a product of our love and affection for one another; just like in our marriage, they are perfected in the give and take."

Of course, writing and illustrating children's books is one thing, the business of seeing them well published is quite another. Drawing on Ilow's 30-plus years in business, the husband and wife team organized Rock House Press on the belief that wonderful stories might be told based on Catholic faith and virtues and that the stories need not be watered down to where Jesus Christ and the sacramental role of His Holy Roman Catholic Church are never specifically mentioned. "We're interested in stories where the virtue of ordinary Catholic characters living and playing and sanctifying their everyday lives are shown in the noble light they deserve," Ilow says. "Stories where prayer and the love of God figure just as prominently as the zany characters and the humorous situations in which we find them."



Responding to Pope John Paul the Great's call for a new evangelization, Ilow & Sheri remain hopeful that their little books might somehow help form children in Catholic doctrine and spirituality. "Thank God, we're not alone in this apostolate. Think of it—How fitting that a children's series inspired and begun on the Feast of St. Agnes (patron saint of the children of Mary) should receive the *nihil obstat* and *imprimatur* seven months later on the Feast of St. John Vianney, the beloved Curé of Ars, whose favorite work was with "The Providence," the orphanage he founded. God is good."

Customers

Rock House Press has broad market appeal from children to adults. Targeted at children's book buyers (i.e., Parents, Grandparents, Teachers, and Librarians), **The Purples Are Coming!** is appropriate for children 0-to-9 years old, as well as older children and adults interested in the book's humor, artistry and theological content.

The Reader Experience

"*The Language of Prayer is the Language of Poetry,*" runs the title of a recent article appearing in the September-October 2009 edition of "*The Rock: Catholic Apologetics and Evangelization.*" While speaking of the poetry of prayer, the author, Anthony Esolen, Professor of English at Providence College, makes a point that might just as well be said of the reader experience of **The Purples Are Coming!** and that is this: "Poetry," Esolen says, "exalts the ordinary, and makes us see even things of the passing day as if they glowed with the light of glory. . . . The human soul thirsts for such forms, as surely as birds need to sing."

Management Team

The Rock House Press management consists of a highly seasoned team of professionals with a common passion: to help children and young families gain understanding of Catholic faith and virtues so that they may live their Christian faith to the fullest.

Ilow Roque, Publisher & CEO

Ilow Roque developed the company's business concept, is the creator and co-author of "The HAPPINESS MARCH ADVENTURE SERIES," and is the principal founder of Rock House Press. Mr. Roque has over 30 years of entrepreneurial business experience, including: Founder of Looking Glass PBM, LLC, a Pharmacy Benefit Management Company; Founder of HCN, which markets business and clinical process networks for occupational medicine; Founder of the International Trading Institute (ITI Chicago), a company dedicated to delivering the finest and most comprehensive derivatives education in the world today. Founder of Roque/Saliba, Inc., a small IT shop and systems integrator that was grown from D. Gottlieb & Co., the former electronic amusement game subsidiary of Columbia Pictures. During his ownership, the world's first voice-activated market-maker trading simulator, TRADE\$TAR (real-time, "Open Outcry" trading simulator) was developed; Founder of IVEX Corporation, a designer, developer, and marketer of high-performance visual simulation systems for flight simulators and part-task trainers. A number of technology patents were secured during his stewardship of IVEX in addition to various patent applications made for his work with HCN. Mr. Roque is also a published novelist.

Sheri Roque, President & COO

Sheri Roque is illustrator and co-author of "The HAPPINESS MARCH ADVENTURE SERIES," and co-founder of Rock House Press. Ms. Roque is a Registered Nurse with over 23 years experience; 9+ years in senior management. Prior to co-founding Rock House Press, Ms. Roque was an integral part of the start-up and management of Looking Glass PBM, a Pharmacy Benefit Management Company, and start-up and management of an intravenous therapy program for American Pharmaceuticals in Houston, Texas. Ms. Roque is also a published author.

Dana Parker, Director / Integrated Marketing Communications

Dana Parker joined the company at its inception and is responsible for the company's marketing and communications and has developed the company's website and related Internet presence. Ms. Parker is a graduate from Indiana University where she earned her baccalaureate degree with a double major in Journalism and French after spending a year at the Université de Bourgogne, in Dijon, France. Ms. Parker's early career included Intern and Feature Reporter and News Anchor at WFHB in Bloomington, Indiana;



Producer and Project Manager at Genius Products; Marketing Manager at Health Connections Networks and Account Manager at Chicago Health and Wellness.

The Future

llow & Sheri Roque plan to dedicate the rest of their lives to evangelizing young children and their families by delivering the highest quality Catholic children's content in the world.

In the future, Rock House Press has plans to:

- Expand "The HAPPINESS MARCH ADVENTURE SERIES" line to include interactive media, learning materials, and electronic games
- Augment "The HAPPINESS MARCH ADVENTURE SERIES" line to include audio CDs
- Develop and Produce animated features
- Grow the Rock House Press imprint through the acquisition of new titles
- Expand its channel distribution to bring its products to the masses
- Create programs that bring understanding of Catholic Faith and Virtues
- Develop new ancillary products that promote Rock House Press properties
- Fund programs that support Catholic doctrine, spirituality and human formation

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