



## Company Fact Sheet

<b>U.S. Headquarters:</b>	Rock House Press P. O. Box 728 La Jolla, CA 92038 (858) 229-5729
<b>Founded:</b>	2009
<b>Financial:</b>	Privately held
<b>Management:</b>	Ilow Roque. – Publisher & CEO Sheri Roque – President & COO Dana Parker – Director / Integrated Marketing Communications
<b>Company Profile:</b>	Based in La Jolla, California, Rock House Press is a publisher of Catholic Children’s books, electronic media and interactive learning materials that enable young readers and their families to live the Catholic faith to the fullest. With the debut of <b>THE PURPLES ARE COMING!</b> , the first volume in the HAPPINESS MARCH ADVENTURE SERIES, Rock House Press has dedicated itself 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 is positioning itself as one of the premier sources of quality Catholic children’s literature in the world. All appropriate permissions ( <i>nihil obstat</i> and <i>imprimatur</i> ) are secured before any books are published under the Rock House Press imprint. <b>THE PURPLES ARE COMING!</b> may be purchased for US\$17.99 through <a href="http://www.rockhousepress.com">www.rockhousepress.com</a> .
<b>Customers:</b>	Rock House Press has broad market appeal from children to adults. <b>THE PURPLES ARE COMING!</b> is targeted at young children (K-to-3 <sup>rd</sup> grade), as well as older children and adults interested in the book’s poetics, artistry and theological content.
<b>Product Benefits:</b>	<ul style="list-style-type: none"><li>• Fun for families to read together</li><li>• Children learn Catholic faith &amp; virtues</li><li>• Children learn value of friendships</li><li>• Brings authentic prayer into daily life</li><li>• Stimulates creativity</li><li>• Increases reading levels</li><li>• Children learn symbolism</li><li>• Beautifully illustrated</li></ul>
<b>Growth Strategy:</b>	Rock House Press markets its products directly through its innovative multi-media website (including 3-minute promotional videos available on <i>YouTube</i> ™ and <i>Vimeo</i> ™ and through various social networks on the Internet (e.g.: <i>Facebook</i> , <i>Twitter</i> , etc.)) and indirectly through industry leading distribution companies targeting mainstream bookstores, Spanish-language bookstores, Catholic/religious bookstores, book clubs and public library channels. <b>THE PURPLES ARE COMING!</b> will be available through AMAZON.com mid-December, 2009.