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## FOR IMMEDIATE RELEASE

COOL JERK Vol. 1: HODABEAST to debut at San Diego Comic-Con International!

The first several years' worth of COOL JERK, the wildly popular comic strip found online at <http://cooljerk.com>, is now collected in a new anthology, HODABEAST. This self-published book will debut to the comic-reading masses at San Diego Comic-Con International July 26-29, 2007.

COOL JERK is a black-and-white newspaper-style comic strip created by Paul Horn, 38. It follows the diverse denizens of Spittle Beach, California, primarily wiseass hodad (and title character) Armpit Beachhead and his superior-in-every-way girlfriend Puppy Fizgig as they battle the forces of stupidity, inanity and pop-culture horror.

COOL JERK ran in the *Reno Gazette-Journal* on its teen page "Off Limits" from 1991 to 1996. A year after its debut, Gannett picked it up and distributed it via its wire service. Other Gannett newspapers that ran COOL JERK weekly include *The (Palm Springs) Desert Sun*, (Guam) *Pacific Daily News*, *Rockford (Ill.) Register-Star*, *Great Falls (Mont.) Tribune*, *Niagara (NY) Gazette*, among others. Horn moved from Reno to San Diego in 1994 but continued it for Gannett until 1996. After a hiatus the strip was given a new home online and it's been there ever since.

COOL JERK is aimed at the iPod Generation, college folk and anyone with an off-center sense of humor. Since 1998, Horn has continued to offer new content weekly, making it one of the longest-running regular comics features created exclusively for the Internet. His website offers an exhaustive back catalog of archived strips, merchandise and other items of interest with no advertising, banners or pop-ups.

HODABEAST contains more than 220 comic strips. It also contains special bonus features — sketches, a director's commentary for each strip and a comprehensive index. Every copy is signed by the author. Foreword by Pulitzer Prize-winning editorial cartoonist Steve Breen. Color cover with spot varnish, black and white interior, 144 pages. The book retails for \$12. HODABEAST can be ordered on Horn's website at <http://cooljerk.com/shop>

Attendees of San Diego Comic-Con International can find Horn — and HODABEAST — at the COOL JERK table in the Small Press area, K10.

For more information, contact Paul Horn at 619.294.7681 or [cooljerk@cooljerk.com](mailto:cooljerk@cooljerk.com)

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