

FOR IMMEDIATE RELEASE:

MANGA is an Effective Tool for Business

Many well-known companies in Japan are using Manga for advertisements and the business is just starting in the U.S.

SEATTLE, Wash. - Aug. 3, 2007 (SEND2PRESS NEWSWIRE) -- Manga have become popular in the U.S. and many translated Manga books are on the shelves in major book stores. It's one of the fastest growing sectors of the U.S. publishing industry. Orange Lighthouse, Inc. has just launched Ad-Manga.us ( [www.ad-manga.us](http://www.ad-manga.us)) as a U.S. site of Ad-Manga.com to offer Manga contents for advertising, to U.S. companies.

\*(LOGO: [Send2Press.com/mediaboom/07-0803-AdManga\\_72dpi.jpg](http://Send2Press.com/mediaboom/07-0803-AdManga_72dpi.jpg))

Manga is the Japanese word for printed comics in weekly magazines or books. In the U.S. Manga and Anime are often mixed up. Anime is animation and many hit Anime originally come from a weekly Manga magazine. Manga has been a part of Japanese culture for over 50 years and its popularity in Japan is cross-generational. A big difference from cartoons in the U.S. is that Manga have a "story." The storyline of hit Manga series continue for several years resulting in dozens of published volumes. The circulation of weekly Manga magazines is over 10 million per week and the Manga market in Japan is over \$2 billion. Manga has been used for not only entertainment, but for business in Japan as well.

Trend Pro, Inc. is a pioneer of Ad-Manga -- advertisement and advertising using Manga -- in Japan. When Mr. Okazaki, the president of Trend Pro, Inc., started this business about 20 years ago, it received much attention from the media because of the unique business model. Since then, the company has produced over 1,700 Ad-Manga for over 700 clients. Many well known public companies and government agencies use it for advertisement, insert, direct mail, product/company brochure, IR, how-to book, etc. Why? Because Manga is the ideal media to allow everyone to understand complicated matters easily by telling a story with characters. The company has over 100 registered professional Manga artists.

Seattle-based Orange Lighthouse, Inc. is an exclusive partner with Trend Pro, Inc. to promote Ad-Manga to the U.S.

The Manga generation in the U.S. is growing quickly, and to attract them, and to inform them about new products and services, or to educate them on complicated matters, Manga is an effective tool and will open a new era for business advertising.

More information: <http://www.ad-manga.us>

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MEDIA CONTACT(S) :

[ not for publication online or in print ]

Satoru Masai  
Ad-Manga.us / Orange Lighthouse, Inc.  
Tel +1-206-274-5934  
Fax +1-206-331-3987  
info @ ad-manga.us

Ad-Manga.us / Orange Lighthouse, Inc.  
214 First Ave. South, B10  
Seattle, WA 98104

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