



**ALLEGIANCE**

2020-2021

# ALLEGIANCE QUICK-LOOK: *U.S. Marshal Bass Reeves*

## Popularity by Sales

Despite the prior success of *Red Rooster* and the established, 10-year fan-following of *The Futurists*, *U.S. Marshal Bass Reeves* outsells both, by 11% and 31%, respectively. Only *Norah's Saga* outsells *Bass Reeves* (by another 11%).



*The Futurists*



*Red Rooster*



*Bass Reeves*

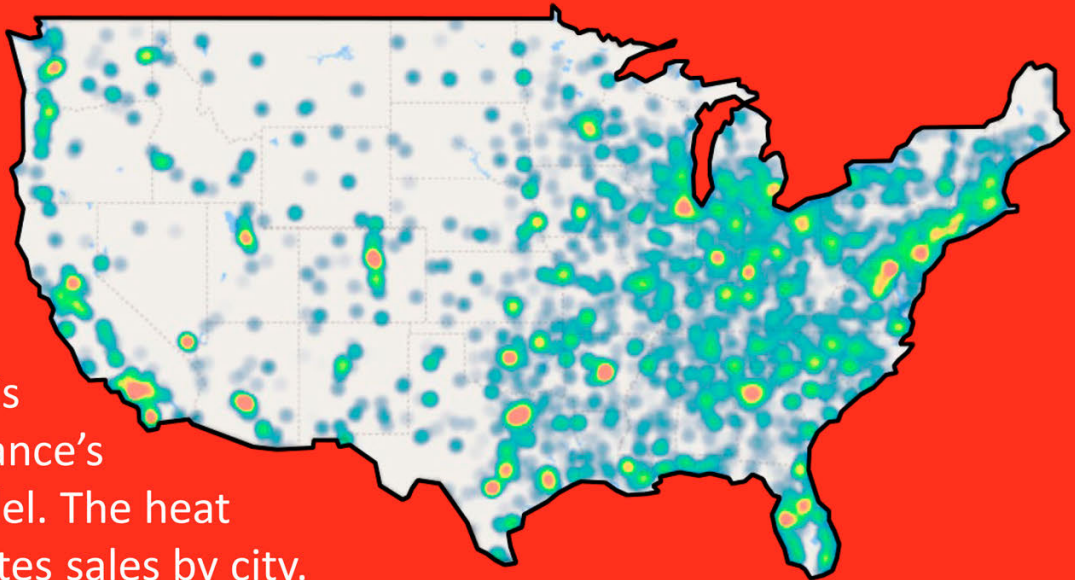


*Norah's Saga*



## National Exposure

Market penetration began May 2020 when *Bass Reeves* landed in 3,382 U.S. Walmarts. Expansions are planned for 2021. This coverage is made possible by Allegiance's unique distribution model. The heat map on the right illustrates sales by city.



## Audience Growth

The decline of mainstream comic retailers accelerated despite a decade of blockbuster hero films. By contrast, we estimate that NEW, non-traditional buyers account for approx. 55% of Allegiance sales.

**45%**  
TRADITIONAL

**55%**  
EST. NEW AUDIENCE



*The Futurists*



## Separated by War. United by a Curse.

**\*Apocalypse Now meets Peter Pan through the lense of Jules Verne.**

**India, 1866. Stricken by an insidious curse, three desperate and dangerous foes race to unearth the secrets of the lost land of Shambhala. In their way is Teddy Gunn, a treasure-hunting rogue with a dark secret who must save the family he left behind. To rescue his daughter from a dark magic, Teddy must forge an unlikely alliance with Harij, a beguiling young shaman who is much more than he seems. Together, they must navigate a war-torn landscape and face terrifying monsters, murderous cults, macabre plots, and the exotic mysteries of an ancient land.**

*The*  
**Futurists**





*Red Rooster*



## Darkness Fears the Dawn.

**\*Norman Rockwell meets H.P. Lovecraft; Batman in a barn.**

For centuries, the venerable mantle of The Red Rooster has passed from generation-to-generation in a clandestine battle against mankind's most ancient and pernicious evils, but the once-secretive Order of the Dawn now finds itself catapulted to pop culture stardom. Fame isn't all it's cracked up to be, and the Rooster's foes flock to destroy the scion of justice once and for all. Frank Cooper dons the cape and cowl in this Dust Bowl-era tale of mystery and redemption against all odds.

# RED ROOSTER





*Bass Reeves*

HANK 2019



## Slave. Lawman. Legend

Chaos encroaches upon the frontier of civilization when a lawless criminal enterprise rises out of the badlands. When the losses become too much to bear, Judge Parker turns to the only man capable of stopping the spreading mayhem, Bass Reeves.

In a life torn between family and duty, the story of Bass Reeves shines a bright light on one of the most legendary lawmen of the American west. Reeves escaped slavery, became a feared tracker and bounty man, then accepted a commission as the first black man west of the Mississippi to wear the silver star of the US Marshals service. Bass always got his man, arresting over 3,000 outlaws – a record that stands till this day.

# BASS REEVES







KELSEY!

*Norah's Saga*



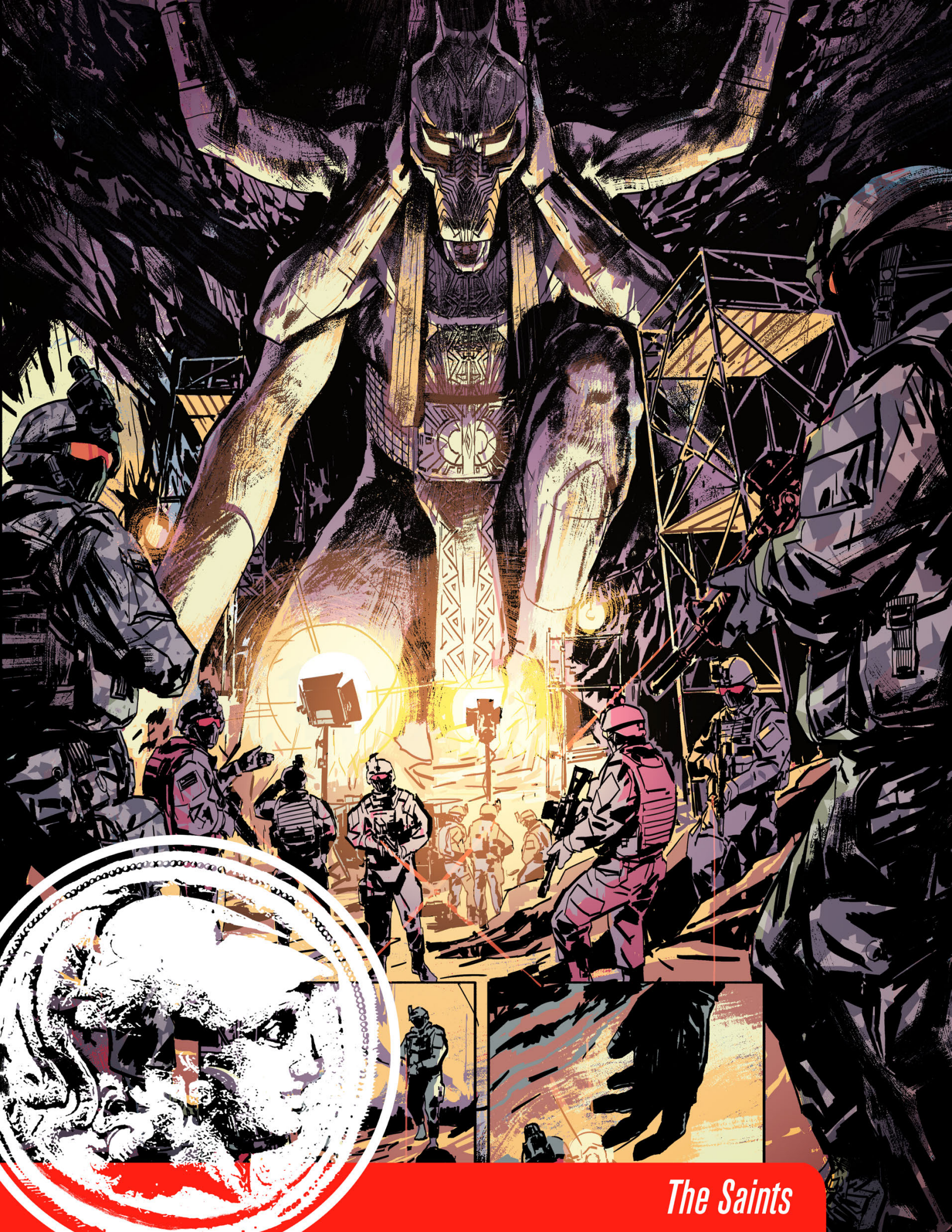
## From Gym Class to Warrior Class.

\*'Wizard of Oz' meets 'Vikings.'

New school—new world, literally. Sassy, book-smart Norah Karlsson's quest to fit in becomes an epic tale of survival when she crashes through the mists of time and into a realm of ice and Norse legend. The high school's mean girls had nothing on the god of mischief, and at least they never tied her to a stake. Bullies? Try trolls, and not the Internet variety. Forget sharing a table with the cool kids in the cafeteria; Norah would be just as happy if she didn't have to slay her lunch.

NORAH'S  
SAGA





*The Saints*



## Rescue the Past; Save the Future.

**\*Tom Clancy meets Dan Brown.**

**On the cusp of a discovery that would rewrite history, world-renowned archeologist Jean Marc LePointe finds himself in the crosshairs of dark and dangerous conspirators that will go to any length to keep their secrets. LaPointe, now an international fugitive with nowhere left to run, is recruited by 'The Saints,' a clandestine, paramilitary NGO tasked with saving the world from an ancient menace and guarding secrets too terrible to be known.**

**THE  
SANTS**



# LIMITLESS ADVENTURE AWAITS!

Allegiance Arts & Entertainment combines world class illustration with powerful, character-driven narratives. At AAE, our driving passion is creating and delivering unparalleled, genre-spanning content for fans of all ages from our ever-expanding catalog.

AAE's debut line of comic books launched into 3,384 Walmart retail stores in May 2020. As each series continues into 2021, AAE is expanding its content library while reaching new and existing comic book and graphic novel customers in untapped markets.



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