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## HOT OFF THE PRESSES AT HOT TOPIC, Inc.

Alternative and underground hot spot adds English language  
J-rock magazine to its shelves

*Purple SKY* continues to spread its passion for Japanese music by signing a distribution deal with trendy fashion and music hot spot Hot Topic. Starting in early May with the Spring 2007 edition, *purple SKY* magazine will be sold at over 300 Hot Topic stores across the nation.

With an eye towards reaching a new and receptive audience, *purple SKY* is targeting the growing masses of young music lovers interested in what's going on overseas and who are essential in growing the popularity of Japanese music outside of Asia. *Purple SKY* will share shelf space with CD's, band t-shirts and dozens of other music related products; drawing in the curious and the familiar with bold color photos and exciting features that speak their language.

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About *purple SKY*

*Purple SKY* is an independent English-language quarterly launched in the summer of 2006 by three fans of the Japanese music scene. As the only publication of its kind, *purple SKY* hopes to bring in-depth, quality coverage of Japanese music to the English speaking public.

### Distribution

Join the growing list of stores on the ground floor of this largely untapped and growing market of Japanese music lovers.

*Purple SKY* is distributed via Ingram Periodicals and can be found at Barnes & Noble, independent bookstores and Hot Topic. For more information please contact us.

### Contact

Kathy Chee  
Clear Phoenix Media LLC  
PO BOX 1271  
West Caldwell, NJ 07007  
kathy@purpleskymagazine.com