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**ASGARD PUBLISHES “GREEN” CALENDARS FEATURING VINTAGE  
SUPER HEROES, COLLEGE FOOTBALL AND MAD MAGAZINE COVERS**

(September 2008) — If you have a college football or comic book fan in the house (who also cares about the environment), Asgard Press has come to the rescue with the ideal “green” products for the gift-giving season.

Their eco-friendly, archival-quality calendars for 2009 include *Vintage DC Comics Super Heroes*, *Vintage MAD Magazine*, and *Vintage College Football*.

As the only publisher of mainstream titles that uses 100% recycled paper and soy-based inks across its entire product line, Asgard is filling a void in the sparsely-populated category of green products that appeal to men and boys.

“Our calendars have enjoyed a very enthusiastic response from shoppers at green festivals and eco gift shows,” said Asgard Publisher Peter Shin. “Women are particularly happy to discover an environmentally-sensitive product they can buy for their husbands, sons and fathers.”

The *Vintage DC Comics Super Heroes* 16-month calendar features a classic 1941 Superman on its cover, followed by The Flash, Batman, The Spectre, Wonder Woman, Batgirl, Green Lantern, Captain Marvel and others from the Golden and Silver Ages of DC Comics.

The *Vintage MAD* 16-month calendar features classic cover art from the early days of MAD Magazine, starting with Alfred E. Neuman for President on the cover and including the 1975 Star Trek issue, 1971 White House “This Country is Out of Order” sign, and special “June-Groom” issue of 1966.

The *Vintage College Football* 12-month calendars offer memorable illustrations from classic game day souvenir programs from the early 1900s through the 1960s. Among the 60 titles are top football colleges including Alabama, Clemson, Florida, Georgia, LSU, Michigan, Notre Dame, Ohio State, Oklahoma, Penn State, Stanford, and Yale.

Each large-format wall calendar also doubles as a collection of 11” x 14” prints that can be “recycled” as frame-ready art. “We’ve taken the spirit of recycling a step further by offering products that not only are printed on 100% recycled paper but are also designed to be reused rather than discarded,” said Shin.

Asgard calendars are available online at [www.asgardpress.com](http://www.asgardpress.com) for \$18.95 each. Vintage Football notecard sets can be purchased for \$19.95 and posters for \$12.95. Asgard calendars are also sold at Borders, Whole Foods, FedEx/Kinkos, Cracker Barrel, Campus Book Stores, Books-a-Million and independent gift and stationery stores.

**ABOUT ASGARD PRESS**

Asgard Press publishes archival-quality calendars, books and stationery. Classic college football calendars were introduced in 2005 and now include titles for 60 of the top football colleges across the country. This year, Asgard became the first to publish Golden Age and Silver Age DC Comics and early MAD Magazine covers in a calendar format. While preserving history, Asgard Press also works to protect the environment by using 100% recycled paper and soy-based inks for its entire product line.

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