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4300 Marsh Ridge Road • Suite 114 • Carrollton, TX 75010  
972.267.1111 • 972.267.3535 (fax) • www.alarryross.com

**FOR INFORMATION, CONTACT:**  
Jodi Phillip  
972.267.1111  
[jodi@alarryross.com](mailto:jodi@alarryross.com)

**FOR IMMEDIATE RELEASE**

## **Rob Liefeld's apocalyptic graphic novel makes digital debut on iPad, iPod Touch, iPhone: 'Armageddon Now: World War 3' – the first installment of an end times series by comic artist, pastor team – illustrates the apocalypse**

**YORBA LINDA, Calif., April 9, 2010** – The apocalyptic story and vivid illustrations of ["Armageddon Now: World War 3,"](#) the first graphic novel in an original series drawn by acclaimed comic book artist, Rob Liefeld, and written by megachurch teaching pastor, Phil Hotsenpiller, makes its digital debut.

Hotsenpiller and Liefeld have partnered with leading digital comic distributor, [comiXology](#), to develop the digital edition of "Armageddon Now: World War 3" to the Apple iPad, iPod Touch and iPhone. The book was first introduced as a hardback in late 2008 from Image Comics, Inc., and [12 Gates Productions](#).

"So much of our society has gone completely digital. Today, you can attend school, buy TVs, plan a vacation and pay your bills electronically. Why not bring comic books into the digital realm?" said Liefeld, a veteran of the comic industry who is well-known for his work with Marvel Comics, where he created the best-selling Deadpool and X-Force franchises, and Image Comics, Inc., where he launched the popular Youngblood franchise, which currently is in the works to become a feature film directed by Brett Ratner. "This application will broaden the availability of 'Armageddon Now: World War 3,' allowing people to read it wherever they are. comiXology has essentially created a comic book store in your pocket and in your living room. Anywhere that your iPad, iPod Touch or iPhone goes, comics can now go with you."

Liefeld first had the idea to create the "Armageddon Now" graphic novel series after hearing Hotsenpiller, a pastor at his local church, lead a Labor Day weekend prophecy seminar. Liefeld was stunned at the attendance numbers and genuine interest in the end times among attendees. He approached Hotsenpiller about the idea and their unconventional partnership was born. They soon formed [12 Gates Productions](#), a Christian entertainment company, and began work on the first graphic novel in the seven-book series, "Armageddon Now: World War 3."

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“The ‘Armageddon Now’ graphic novels merge Scripture, a team of heroes and current events to provide audiences with a heightened sense of awareness regarding the end times,” said Hotsenpiller, an end times scholar and teaching pastor at [Yorba Linda Friends Church](#) in Orange County. “It is a biblically-inspired series designed to educate and entertain both people of faith and those that may not be typical churchgoers at all.”

“Armageddon Now: World War 3” takes readers on a catastrophic ride of terrorist attacks, brutal combat and supernatural conflicts, ending with the introduction of a British political leader that readers are led to identify as the Antichrist. Readers meet. Lt. Col. John Corbin, a military investigator who is dispatched to the Middle East in order to bring the conspirators of the U.S. terror attacks to justice. He arrives in Jerusalem and very quickly realizes that there are supernatural forces at play working to bring about a change in the world order. Some of the players in the game have personal ties to him and his past. Corbin is also a part of the select team of heroes who, throughout the entire series, search for and discover the mystery of the constellation Orion as it relates to the future of mankind.

“With war in the Middle East, climate change, suspicions of countries testing nuclear weapons and an increased occurrence of earthquakes and natural disasters, many people are speculating if the end of the world is drawing near,” said Hotsenpiller. “The fictional story of this book is based on these same current events that are in our headline news and correlate greatly with the biblical text.”

“Armageddon Now: World War 3” is not the only book in the series going digital. Liefeld and Hotsenpiller eventually plan to release the next installments, “Armageddon Now: The Beast” and “Armageddon Now: Antichrist” as exclusives through comiXology in the coming weeks. In addition, they are working on the first book in the “Jada” series, a line of spin-off books based on the principal characters in the “Armageddon Now” graphic novels. More information about the entire series is available at <http://www.armageddonnow.net>. “Armageddon Now: World War 3” is available now on the Comics by comiXology app for the iPad, iPod Touch or iPhone for download from the [iTunes App Store](#).

12 Gates Productions is a cutting-edge Christian entertainment company that creates and produces a full line of graphic novels, lithographs, DVDs, movies and video games. Located in Orange County, Calif., 12 Gates Productions was founded by Hotsenpiller and Liefeld. For more information on 12 Gates Productions, please visit <http://www.twelvegp.com>.

**Note to Editors:** For more information or to arrange an interview with Liefeld or Hotsenpiller, please contact Jodi Phillip at 972.267.1111 or via e-mail at [jodi@alarryross.com](mailto:jodi@alarryross.com). Both web copies and hardback copies of “Armageddon Now: World War 3” are available for review. Press kit materials and images are available at <http://www.armageddonnowbook.com>.