For Immediate Release

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Only the Pearls
By Stephan Pastis
IOS app with video, audio, and animation
Launch Date: January 11, 2012
ISBN: 9781452104782
Platform: iPad (IOS)
Price: $9.99 $3.99 (Limited Time Only)

CHRONICLE BOOKS ANNOUNCES THE LAUNCH OF ITS NEW ‘ONLY THE PEARLS’ COMIC STRIP APP FOR IPAD


“We wanted to create an immersive Pearls Before Swine experience for Pastis’s devoted fan base and break new ground in comics entertainment and digital publishing on iPad,” says Lorena Jones, Publishing Director, Food & Drink/Lifestyle/Digital. “Pastis’s Only the Pearls App is truly one of a kind and a wonderful example of the creativity and spirit that make our publishing distinctive.”

With 250 of the best Pearls Before Swine strips in full color, 12 animated strips, 125 audio commentaries and 22 videos of Pastis sharing insights, the Only the Pearls App offers fans a truly unique entertainment experience. Pastis has personally selected his favorite 250 strips from the series’ ten-year history. These are enhanced by funny and irreverent audio and video clips in which Pastis shares the ideas, inspiration for (and reactions to) his work. Most strips are presented in color for the first time, and a dozen are animated—another first for the strip.

“I wanted to create an app that brought Pearls Before Swine to life, both in terms of audio and video, two elements I've never been able utilize in my prior print books,” says Pastis. “I chose Chronicle Books because they're known for their innovative and cutting-edge style. The whole project was very exciting for me because as far as I know, no syndicated comic strip has ever tried to put together this ambitious of an app before.”

This guided tour of the very best of the Reuben Award–winning and New York Times–bestselling strip is a rich and immersive experience for fans and a fun and fresh introduction to Pastis’ work for cartoon and humor fans.

The Only the Pearls App is available for $3.99 from the App Store on iPad or at www.itunes.com/appstore.

About the Author
Stephan Pastis is a former San Francisco litigator who became a syndicated cartoonist with the launch of his comic strip Pearls Before Swine in newspapers in 2001. The strip, which centers on an angry Rat, an innocent Pig, and a fraternity of hungry crocodiles, appears in over 650 newspapers around the world.

Pearls Before Swine has been nominated four times for Best Newspaper Comic Strip by the National Cartoonists Society, winning the award in 2003 and 2006. Stephan has also toured both Iraq and Afghanistan on USO-sponsored missions to visit the troops. Stephan lives in Northern California with his wife and children.

About Chronicle Books
One of the most admired and respected publishing companies in the U.S., Chronicle Books was founded in 1967 and over the years has developed a reputation for award-winning, innovative books. Recognized as one of the 50 best small companies to work for in the U.S. (and the only independent publisher to receive this award), the company continues to challenge conventional publishing wisdom, setting trends in both subject and format, maintaining a list that includes much admired illustrated books and gift products in design, art, architecture, photography, food, lifestyle, pop culture, and acclaimed children’s titles. Chronicle Books’ objective is to create and distribute exceptional publishing that’s instantly recognizable for its spirit, creativity, and value. For more information about Chronicle Books, visit www.chroniclebooks.com

About the App
Only the Pearls is an IOS app for the iPad and will be sold via the iTunes store starting January 11, 2012. For a limited time only, the app is priced at $3.99.