



DENNIS PUBLISHING LAUNCH

VIZ iPhone app

£2.99 – for over 17 year olds, available now



'Viz is my life. It is my everything' - Jeremy Clarkson

**'Viz's sole reason for existence is to make you laugh your bollocks off'
- Adrian Edmondson**

Dennis Publishing has launched the first iPhone application for any of its brands – the Roger Mellie's Profanisaurus app from Viz. Buyers will have access to the full text of Roger's Profanisaurus, which has already sold 120,000 copies. Viz recently celebrated its 30th Anniversary as one of the UK's most popular humour comics and brands. A publishing phenomenon and comedy institution, Viz has kept the world laughing with its surreal and anarchic humour through a cast of mischievous characters and crude jokes over the decades.

Dennis Publishing appointed **etv online** to repurpose **Roger's Profanisaurus** - the worlds sweariest hard-back dictionary, containing over 84,000 rude words and phrases into a bespoke Viz iPhone app with three main options:

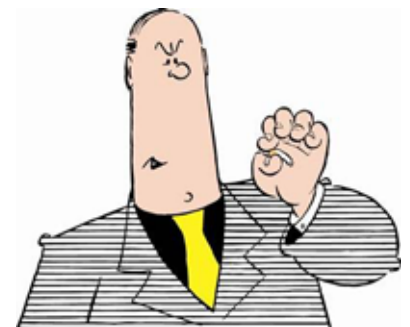
1. Profanity at random – entries randomly selected from the Profanisaurus

Allowing users to share entries via email or Facebook.

With a shake of the iPod touch or iPhone, the application will also respond by selecting another entry at random

2. An a-z listing of Roger's Profanisaurus

3. Ability to submit your own entries straight to Viz.



Speaking from his holiday home in the Bavarian Alps, Roger Mellie said: "Since prehistoric times, rudeness has been considered funny. From the stone age man sniggering at a mammoth's pud crudely scrawled on the wall of his cave to the eighteenth century dandy looking up the word "knickers" in Dr Johnson's dictionary, the pursuit of obscenity has been a basic human need."

Roger cont...

"Now that primitive urge to laugh at coarse material has finally been brought bang up to date. I am honoured that the complete text of my famous swearing dictionary The Profanisaurus has at last been made available as an app for users of the iPhone."

"With over 10,000 definitions at their fingertips, iPhone owners who invest in this revolutionary and entertaining application will never again find themselves stuck for an apposite mucky term or phrase, whatever the situation."

"Unless their battery goes flat, in which case they're fucked," he added.



To mark Viz's 30th Anniversary, Viz and Dennis Publishing present the following:

- 3rd November 2009– Jan 2010, **30 Years of Viz exhibition at the Cartoon Museum, London www.cartoonmuseum.org**
- **November 2009 – the publication of 'Roger's Profanisaurus: The Magna Fartlet' at £4.99 *the perfect Xmas stocking filler!***
- **November 2009 – the publication of the new Viz annual 'The Council Gritter' at £10.99 – *the perfect Xmas stocking filler!***
-

Roger Mellie and all of the Viz characters are available for interview and for other publicity. Viz editor 'Hampton Doubleday' and the long-term creators of the comic are also available for interview, signings and publicity!

Council Gritter and Roger's Profanisaurus: The Magna Fartlet are available for review and extract



www.viz.co.uk
www.midaspr.co.uk

For interview requests, Viz extracts, images, features, further information & all Viz press enquiries please contact:

Charlie Harris at Midas PR on Charlie.harris@midaspr.co.uk or 020 7361 7861