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DC Entertainment's iconic MAD Magazine is now available on Magzter, the world's largest digital magazine newsstand. With its grinning, gap-toothed mascot, Alfred E. Neuman, gracing its front cover, MAD Magazine satirizes politics, celebrities, sports and more in every issue with consummate authority. The magazine's most popular features include Spy vs. Spy, The Fold-In, "A MAD Look at...", Snappy Answers to Stupid Questions and its iconic TV and movie parodies.

New York, New York - DC Entertainment's iconic MAD Magazine, one of the best-selling satirical titles in the USA, is now available on Magzter, the world's largest digital magazine newsstand. Several prestigious publishers from around the world are increasingly choosing Magzter as their preferred digital publishing partner, thanks to Magzter's enormous base of over 30 million users and its unique features such as zero upfront fee and OREY Click Publishing(R) System, which allows publishers to upload their magazines with a single touch.

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"The 'Usual Gang of Idiots' at MAD Magazine is very pleased to partner with Magzter in growing the online distribution of MAD. We are confident that Magzter, with its 30 million subscribers, will help us grow our audience and our interactive footprint. That's why we're pleased to partner with them. Why they are pleased to partner with us, we haven't the faintest idea. But the deal is signed and we called 'No Backsies' so they're stuck with us!" - John Ficarra, Editor-in-Chief, MAD Magazine.

"I grew up in India reading MAD Magazine and always found it difficult to come by! Being on Magzter would also give our global MAD enthusiasts a chance to not only read the latest but also archive issues! I am surely going to take time off to binge read all of what they have to offer! I am truly excited to partner with the insanely cool MAD Magazine as I believe that its satirical columns will thoroughly entertain our readers on the go. Here's wishing MAD Magazine insane digital growth on Magzter and yes, 'No Backsies,' we are happy to be stuck with 'The Usual Gang of Idiots' at MAD Magazine." - Girish Ramdas, CEO, Magzter Inc.

"We're extremely thrilled to add the prestigious MAD Magazine to our ever-growing catalogue of 8,200 magazines. MAD Magazine packs a punch with its contemporary and humorous features that not only keep the readers in splits, but also make them think. Grab your copy of MAD Magazine on Magzter now and laugh out loud!" - Vijay Radhakrishnan, President, Magzter Inc.

About MAD Magazine:

MAD is America's longest running and best-selling magazine with that name. For over 60 years, MAD has been synonymous for "excellence in low standards." With its grinning, gapped-toothed idiot mascot, Alfred E. Neuman, "gracing" its front cover, MAD satirizes politics, celebrities, sports and more in its print and digital editions, and also on its daily humor blog (which is updated daily, hence the term "daily humor blog"). MAD's most legendarily moronic features include Spy vs. Spy, The Fold-In, "A MAD Look at...", Snappy Answers to Stupid Questions and its iconic TV and movie parodies. MAD's contributors - widely known as "Usual Gang of Idiots" - include such notable names as Al Jaffee, Sergio Aragones, Peter Kuper, and Tim Carvell - although they wisely prefer to downplay their

association with the magazine.

About DC Entertainment:

DC Entertainment, home to iconic brands DC (Superman, Batman, Green Lantern, Wonder Woman, The Flash, etc.), Vertigo (Sandman, Fables, etc.) and MAD, is the creative division charged with strategically integrating across Warner Bros. and Time Warner. DC Entertainment works in concert with many key Warner Bros. divisions to unleash its stories and characters across all media, including but not limited to film, television, consumer products, home entertainment, and interactive games. Publishing thousands of comic books, graphic novels and magazines each year, DC Entertainment is one of the largest English-language publishers of comics in the world.

Device Requirements:

- * iPhone, iPad, and iPod touch
- * Requires iOS 7.0 or later
- * 6.7 MB

Pricing and Availability:

Magzter - Digital Magazine Newsstand 6.7 is free and available worldwide through the App Store in the News category. A bi-monthly magazine, MAD Magazine is priced at \$19.99 (USD) for an annual subscription on Magzter. The Magzter app is also available on the web, Google Play, Amazon App Store, Kindle Fire and is expanding to more platforms soon. Magzter's easy purchase and renewal systems ensure subscriptions are paid on time, eliminating the need for paper checks and postal mail issues. Users can buy their magazines on any of the above devices/platforms and seamlessly port their purchases to any other devices, a feature unique to Magzter.

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Magzter is the world's largest and fastest growing global digital magazine newsstand with over 30 million digital consumers, more than 8,200 magazines from over 3,500 publishers. Headquartered in New York, Magzter has its local offices in London, Barcelona, Amsterdam, Mexico City, Cape Town, Chennai, Singapore and Tokyo and will soon be expanding to other countries. Founded by global entrepreneurs, Girish Ramdas and Vijay Radhakrishnan in June 2011, Magzter enables magazine publishers around the world to create and deliver digital editions of their titles to global consumers. Powered by its proprietary OREY Click Publishing System(R), Magzter also enables their customers to publish interactive/audio-visual content in the magazine as it supports HTML5. Magzter launched Magzter GOLD subscription service to give digital readers unlimited access to thousands of

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