

FOR IMMEDIATE RELEASE:

POPJNEO is a new publication aiming to provide readers with the latest information from Japanese brands

Torrance, California - August 28, 2007 - "POPJNEO" is renewed! The promotional magazine "POPJNEO" has been remodeled into a nation-wide informative magazine about Japan. This publication has exclusive information all about Japan, introducing the most newsworthy pop culture and happenings.

What's so special?

"POPJNEO" is different than other media in its class. "POPJNEO" is attuned to the current trends and events in Japan. We provide the newest and hottest cultural news topics every month.

"POPJNEO" is not only for people who are interested in trends and pop culture, but also for people who have an interest in traditional Japanese culture, or who are completely new to Japan in general. "POPJNEO" has fascinating and eccentric news for everybody!

Entertainment

Not only does "POPJNEO" contain plenty of the latest information about manga and anime, but also proudly has exclusive interviews with manga artists and anime directors. Also, we have the latest information on J-pop/rock musicians and their live reports, new movies, comedy, hot cars and motorcycles, along with the latest technology and gadgets. Unique J-goods are introduced, and they are available for our readers in tie-up websites.

Cuisine

Healthy, tasty and A-rated quality, one of our main features is on J-cuisine! Read practical information about the best Japanese restaurants that you'll never find in other English guides. "POPJNEO" covers the most recommended restaurants and best food malls in every city in Japan, and we also provide information on where you can find delicious Japanese restaurants and specialty grocery stores in the US. We also offer easy recipes to cook Japanese food in your own home!

Fashion

Fashion enthusiasts are heading to Tokyo, the city where new trends are born every day. The fashion trends of Tokyo are a part of J-pop culture, and successfully have had much effect on fashion industries all over the world. "POPJNEO" catches the faces and attitude of those Tokyo's young fashion leaders, and introduces real fashion from Japan.

Sightseeing

While most people think of Japan's sightseeing as famous temples and rock gardens, it offers much more than the traditional. Japan's big cities are an amusement park of fresh new things; "POPJNEO" provide guidance to enjoy all facets of the culture. Famous depachika (department store basements with A-rated gourmet from all over the world), live houses, arcades, manga café, famous fetish maid café, capsule hotels, Akihabara, and Ura-hara are only some of the many sub-cultural spots in Japan waiting to be discovered. As many know, Japan is a very safe country, even in urban areas, so you can enjoy the city life with bars, clubs and arcades open till morning. Of course we do not miss the traditional sightseeing spots either!

Daily life in Japan

How do Americans and other non-Japanese live in Japan? Recently the foreign population in Japan is growing. We introduce their lives, how they enjoy Japan, their favorite spots, and also tips for living in a new culture. You might want to go check out Japan for yourself with "POPJNEO" in hand!

Customs and habits

Japan represents a unique coexistence: the latest technology with sophisticated traditions. For a more in-depth comprehension of Japanese culture, you have to get down to the roots. Enjoy Japan with a better understanding of the people.

Neo Japan

Japanese culture is always growing and developing. This famous traditional country is now a ground zero in the latest trends and pop culture. You can experience the new Japan through "POPJNEO".

Target readers are English-speaking men and women, aged 18 to mid-30s, with readers' gender ratio lean towards women at 45:55. Many of our readers are individuals with strong originality. These people like to see new things, challenging and incorporating them into their lifestyles. They don't resist change, but think of it as "growth" and "shifting up".

These young people can be called the new pioneers of America, hating conservative ideas and wanting to adopt new cultures and customs. On the other hand, they admire old customs of sympathy and humbleness, strongly cooperate with others, and respect Japanese culture and daily life as clean and precise.

One of the most popular facets of Japanese culture now is the pop culture and subculture entertainment. Inside that category, anime, manga, and j-rock are enjoying a great deal of popularity. Also, the high-powered stylish Japanese cars, smart and futuristic electronics, fashion that weaves unique ideas with tradition, healthy and delicious Japanese food. These all become an access point for readers to become interested in Japanese brands, and play a "bridge-building" role with other Japanese contents.

POPJNEO is for the readers who hold a strong interest in anything "Japan". Gathering information from Japan and America, we're able to effectively satisfy them with the latest information, direct from the source.

We hope to become a useful service for the sale of products, image promotion, and a general marketing tool to those who have been unable to do so until now.

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