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Anime Village Adds Two Key Members — Hasbro's Michael Kelly and Marvel/DC's Oscar Jimenez

Carmel Indiana, April 15, 2024 – Anime Village (AV), a company that merges technology with storytelling to create new gaming experiences for anime and manga fans, is excited to announce that it is teaming up with industry stalwart, Michael Kelly and renowned artist, Oscar Jimenez.

Mr. Kelly, founder of his new venture, Extensive Enterprises, will be heading Anime Village's publishing and licensing efforts. Kelly will focus on Anime Village's shonen manga, Adamanto, the first chapter of which has already been read and downloaded by nearly 70,000 fans. Mr. Jimenez, meanwhile, will oversee all art production and character design, and is illustrating the 264-page first volume of the all-original manga, ADAMANTO: Unbreakable, which will be released later this year.

As the Vice President, Global Publishing for Hasbro, Kelly led numerous initiatives, including the strategic expansion of iconic brands including Transformers, My Little Pony and G.I. Joe, into multi-platform entertainment experiences.

The architect of many of the bestselling comic book series in Hasbro's 100-year corporate history, his team grew the toy company's publishing division from a regional \$20 million business to an award-winning, global, story-generating engine earning over \$200 million annually.

Additionally, he provided story and character consultation, development, and direction to movie/TV studios, digital game producers, live branded entertainment centers, and franchise

brand teams. Under his leadership, Hasbro secured major partnerships with leading studios and digital platforms.

“What drew me to Anime Village is their commitment and passion for storytelling,” Kelly says. “That’s always been my focus, and I’m very much looking forward to making our original manga, ADAMANTO: Unbreakable, a household name.”

Gary Phillips, co-founder and CEO for Anime Village, is also looking forward to the partnership. “Michael [and Oscar] are a seamless fit and an incredible addition to the team,” he notes, adding, “They love telling a great story, and that’s at the heart of everything we do here at Anime Village.”

Jimenez is well known within the comics industry, having worked with such notable creators as Mark Waid, Chris Claremont and Garth Ennis. DC’s the Flash and Aquanna, Marvel’s Contest of Champions II and Wolverine are just a few of the titles he’s lent his artistic hand to.

“Oscar has taken Adamanto the next level,” says Anime Village’s co-founder and Chief Lore officer, Bryan Soroka. “He’s always been celebrated for his character design and layouts, which are definitely world-class in his work for our manga. Fans are in for a real treat.”

Gaming fans also have a lot to look forward to, as two games, both based on the Adamanto manga, are in development. ADAMANTO: Unleashed, a mobile iOS and Android game, will be releasing a playable demo in the coming weeks. Hot on its heels, ADAMANTO: Bodo, a JRPG that expands on the manga’s lore, will have a demo drop in the coming months.

Anime Village is a band of storytellers, game developers, marketers and technologist who have united to create an interconnected entertainment experience. REPS is the company’s proprietary marketing and product development process — READ original manga, EXPLORE characters

and environments in mobile games, PLAY as the chief protagonist through JRPGs, and
STREAM limited anime series (IP licensing).

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