

DARKMATTER
NORWAY publishing

Press Kit
2012

DARK MATTER NORWAY publishing

Press Release

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ANNOUNCING THE LAUNCH OF DARK MATTER NORWAY PUBLISHING AND NEW WEBSITE.

New paradigm in publishing; digital formats and challenging content.

BRUVIK, NORWAY March 1, 2012

Birger Sturgis Loomer announces the launch of Norway's newest publishing company **Dark Matter Norway Publishing**. Birger founded Dark Matter Norway Publishing to be an alternative to traditional publishing by offering titles digitally, for immediate distribution world wide, even before they are printed to paper. Taking advantage of the changes in the publishing industry, Dark Matter Norway Publishing is utilizing new formats and delivery methods that are igniting the book market and adding a new chapter to the long story of the written word.

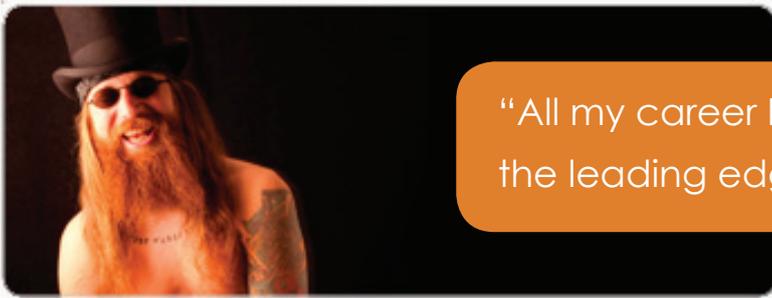
"New digital mediums will dominate our relationships with readers and inspire innovation in our products. Trusting in immediate world wide digital delivery methods, all our books will have their premiere in the new ebook formats before they are printed in paper. The new digital mediums will dominate our relationships with customers and inspire development of our products. We are starting our journey on the new wave," says Birger Sturgis Loomer, President, Dark Matter Norway Publishing.

"Since of the beginning of the year(2011), for every 100 paper-back books Amazon has sold, the Company has sold 115 Kindle books. . . during this same time period the Company has sold three times as many Kindle books as hardcover books." - (Amazon's 4th quarter results release- published Jan 27, 2011)



DARK MATTER NORWAY publishing

Birger Sturgis Loomer -President



“All my career I wanted to create a business on the leading edge of a revolution. This is the time.”

Birger Sturgis Loomer founded Dark Matter Norway Publishing in 2012 to be an alternative to traditional publishing by offering titles digitally, for immediate distribution world wide, even before they are printed to paper. In his experience with physical and electronic distribution of products, Birger wanted to be at the tip of the spear of the new technologies offering books (and soon diverse media) to customers immediately through online channels. Birger comes from a long history of online business development including online delivery of creative media to customers.

“The publishing business is going through a paradigm shift. We at Dark Matter Norway Publishing are very excited about the future of publishing though the industry seems to be turned upside-down due to all the new delivery methods. New formats are igniting the market and adding a new chapter to the long story of the written word. We are starting our journey on the new wave. The new digital mediums will dominate our relationships with readers and inspire innovation in our products.

I think it is more accurate to call Dark Matter Norway a 'storytelling company' because we will not be limiting our offerings to only text products. In our world, the story is king, and the method of sharing that story grows more flexible. In addition to our books, we will be creating graphic novels, audio books and films.

All my career I wanted to create a business on the leading edge of a revolution. This is the time.”



Birger Sturgis Loomer -President, Dark Matter Norway Publishing © 2012

Photo credit: Juliana Loomer



DARKMATTER NORWAY publishing

Juliana Loomer - Author

“Trusting the story has changed my life.”



Juliana Loomer was born and raised in the creative hotbed of Northern California, just outside San Francisco. By 2007, she was an overworked and exhausted visual effects artist in the film industry. After taking an opportunity for a well deserved rest, she found herself unable to sleep for weeks.

“Though it is hard to believe, the nights of sleeplessness were due to a man made of “shadow” that would stand next to my bed each night, telling me to write down a story about a girl that moves from California to Norway.”

She agreed to write the story so she could get some sleep and in four weeks time, having never written anything before but emails, she had *Child of the Jotun* typed out for the “shadow man” that stood next to the bed.

With the encouragement of friends, she decided to travel to Norway to see if the people and places she had written about were at all accurate. To her excitement and fear, they were. Juliana currently lives outside Bergen, Norway with her husband and is dedicated to writing down the stories that continue to be told to her.

“If you listen to creative people, you find that many are talking about this intense communion with something outside themselves that wants a story told, even compels them to tell a specific story through their artform. I believe there is something within the spirit world that is ready to be communicated; a universal story they are trying to tell us about ourselves that each artist interprets uniquely. Many of us now have made agreements to be the voice of these “others” and share the stories they have to tell. Trusting the story has changed my life.”



Juliana Loomer -Author, Dark Matter Norway Publishing © 2012

Photo credit: Birger Sturgis Loomer



JULIANA LOOMER



CHILD of the
JOTUN

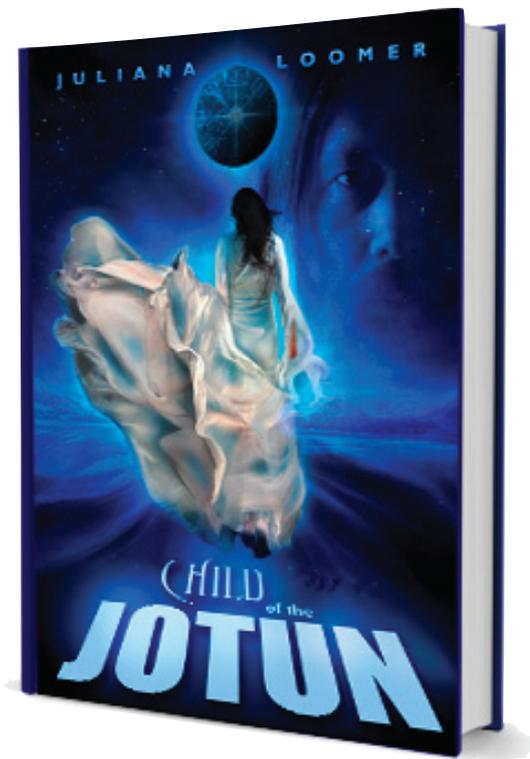
Child of the Jotun - Author, Juliana Loomer | Cover by Juliana Loomer
Dark Matter Norway Publishing © 2012

DARKMATTER NORWAY publishing

Book Synopsis:

Child of the Jotun by Juliana Loomer

They say giants carved this land . . . In a cloistered Dominican convent in California, Sister Jennifer is informed by police that a terror from her past has been released from prison. Police assure her that she will be protected, but she knows the danger coming for her. Her prioress seeks a convent somewhere in the world to send the fearful nun for her safety. A convent in Norway answers the call.



In Norway, the Sister meets an eccentric man that sets off an internal conflict, but when the man, Torvør, begins to draw her emotions and ignite her independence, everything she has believed in is challenged. The ancient gods of the north have also observed her arrival, and their power pulls Jennifer from her safe life, closer to Torvør.

Can their friendship stop the tragic completion of an apocalyptic saga written down by an Icelandic monk 1000 years ago? Or will the end come in a bargain to save her Sisters and friends from the wrath of the ancient gods?

Torvør knows the truth and has only a short time to convince the Sister that she is not a servant of God, but a god herself.

About the Author:

Juliana Loomer was born and raised in the creative hotbed of Northern California, just outside San Francisco. After a series of strange events, she wrote *Child of the Jotun* about a girl that moves from California to Norway. Since then, she has moved from California to Norway and lives outside Bergen, Norway with her husband.



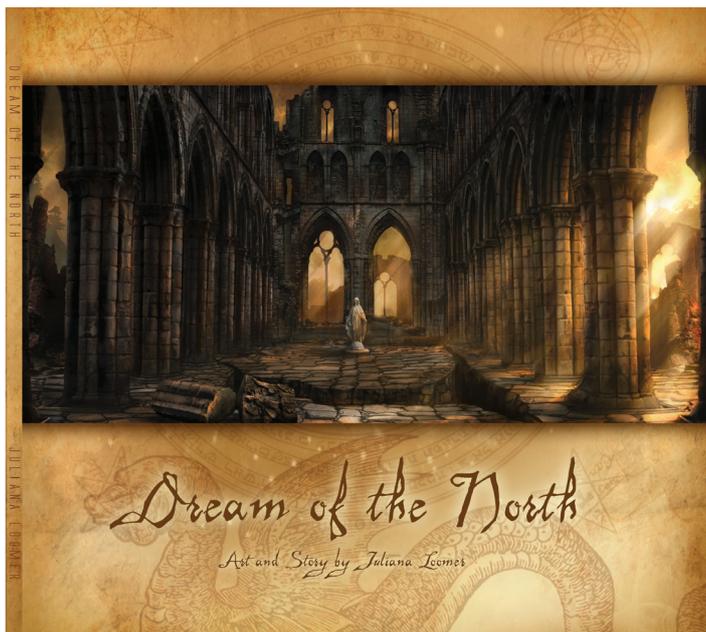
DARKMATTER NORWAY publishing

Introducing our first large format art book based on the novel *Child of the Jotun*, story and artwork by Juliana Loomer.

Book Synopsis:

Dream of the North by Juliana Loomer

“A norwegian painter and follower of the old gods works his craft while he waits for a woman promised to him by the gods, but when she arrives, he is unprepared for what love will do to them both and what the gods have in mind for them.”



About the Author:

Juliana Loomer was born and raised in the creative hotbed of Northern California, just outside San Francisco. After a series of strange events, she wrote *Child of the Jotun* about a girl that moves from California to Norway. Since then, she has moved from California to Norway and lives outside Bergen, Norway with her husband.