

FOR IMMEDIATE RELEASE:

Studio Kaiju, LLC
David B. Borden
325 Huntington Ave #101
Boston, MA 02115
617-983-3154 or
david@kaiju.com
www.kaiju.com

Kaiju Book Release Event at Kidrobot NYC on March 4th

Kaiju Big Battel attacks the world of publishing with its patented brand of giant monster mayhem in its debut book, ***Kaiju Big Battel: A Practical Guide to Giant City-Crushing Monsters***. Right on the heels of its first MTV special the 192-page Hyperion Books publication marks the debut book in Kaiju Big Battel's cult history.

In celebration of Kaiju Big Battel's first step on the pulp planet, the Kaiju Commissioner has planned a special event for Kaiju's NYC fans at **Kidrobot** in SoHo. Kidrobot is the word's premier destination for limited edition Urban Toys. For more info visit kidrobot.com.

The Kaiju book will be available for sale and several **Kaiju monsters will be in attendance for an autograph session** for this one-night event, including a rare public appearance by Dr. Cube. Rest assured, the Kaiju Commissioner guarantees that no monster fighting will be allowed at this event. So fear not!

Kidrobot Hosts Kaiju Big Battel Book Release

What: Kaiju book signing event

When: Thursday, March 4, 2004 6pm-8pm

Where: Kidrobot, 126 Prince Street, New York, NY 10012, 212-966-6688

Price: Free

Have you ever wondered what happened to Sky Deviler's nose? How to survive an unsanctioned Big Battel? How Dr. Cube makes Minions? The answer to these questions and hundreds more are revealed in ***Kaiju Big Battel: A Practical Guide to Giant City-Crushing Monsters***. The book is 192 pages of fun, entertainment, and enjoyment, with countless illustrations, photos, games, and in-depth biographies of every living Kaiju including Dr. Cube, Los Plantanos, and RoBox. Plus, there's a special 16 page full-color photo album featuring all Kaiju living and dead.

About Kaiju Big Battel

Kaiju Big Battel is a modern conflict of epic proportions. Planet Earth is under threat: scattered throughout the galaxy is a monstrous mob of maniacal villains, menacing alien beasts, and giant, city-crushing monsters that are waging war against one another. Presiding over this mayhem is the Kaiju Commissioner, an enigmatic human-arbiter appointed by a clandestine cadre of world leaders to regulate Kaiju rage. If the Kaiju Commissioner doesn't do his job perfectly the entire world could get caught in the crossfire.

Currently, the Kaiju Universe maintains an active roster of approximately 30 monsters, including a blue alien-glutton named Sky Deviler, a factory-worker-turned-soup-can called Kung-Fu Chicken Noodle, a dirty hare-sage dubbed Dusto Bunny, Uchu Chu the Space Bug (self-explanatory), and a despicable, square-headed mad scientist known as Dr. Cube. In addition to the Kaiju Commissioner, a few other privileged humans also get a piece of the action, including Referee Jingi, a mustachioed official who enforces fairness and civility in the ring, Anthony Salbino, an urban renewal expert who reconstructs crumbled cityscapes between Battels, and one tuxedo-wearing, mouth-running MC.

About Studio Kaiju

Studio Kaiju, an independent Boston-based performance and media group, is the creator of Kaiju Big Battel, the world's only live monster mayhem spectacle. Producer of consistently sold-out events, Studio Kaiju is best known for its live tournament-style performances, which are a character driven, tongue-in-cheek hybrid of American pro-wrestling, Japanese monster-movies, and lowbrow pop-culture. These multi-media events, complete with over-sized monster-movie props, a towering "Danger Cage", and miniature cityscape, can also be enjoyed from a safe distance thanks to the Kaiju Big Battel DVD series from Redline Entertainment and the Hyperion Books release, *Kaiju Big Battel: A Practical Guide to Giant City-Crushing Monsters*.

To fund its live event series, monster creations and metropolitan destruction, Studio Kaiju produces and distributes its own line of merchandise including T-shirts, "real" monster meat, magnets and a whole catalogue of other cool but useless, limited-edition collectibles. The world of Kaiju Big Battel is also supported by Studio Kaiju's acclaimed web site, kaiju.com, which hosts Big Battel news, monster profiles, live event videos, arcade-style games, comics, and the most fun online mall ever.