



Coveroo and Warner Bros. Consumer Products Announce Contest to Create a Mobile Case Design Inspired by DC Comics' *Justice League*

San Francisco, CA, December 18, 2014 — Coveroo, Inc., a software platform that strives to build brands big and small through customized products, in collaboration with Warner Bros. Consumer Product, on behalf of DC Entertainment, announced today the launch of a contest that invites fan-artists from around the world to share their interpretation of one of the most iconic DC Comics band of Super Heroes, *Justice League*.

The competition challenges artists to create a design inspired by DC Comics' *Justice League*, featuring *Superman, Batman, Wonder Woman, Green Lantern, The Flash, Aquaman, Cyborg*. Contestants must submit an original design to be optimized for a mobile device case.

"This contest reflects Coveroo's commitment to revolutionize the design landscape with crowdsourced fan art," said Peter Tomassi, head of marketing and product at Coveroo. "At Coveroo, we're striving to popularize custom art that incorporates the integrity of brands. This Justice League-inspired competition is the first in a series of Coveroo events and we're pleased to offer this kind of opportunity to the fan community and artists to create their own interpretation of these iconic DC Comics characters."

The prize package is valued at more than \$4,000 and includes a first-place cash prize, credits for Coveroo.com, limited edition custom watches from [Modify Watches](#) and more.

The DC Comics-inspired contest officially begins Dec.12th. To enter, artists may visit [Coveroo](#) (www.coveroo.com/dccomicschallenge) for a list of submission guidelines and rules.

"We welcome fans to share their interpretation of these characters and look forward to reviewing the many new takes on the *Justice League*," added Tomassi.

About Coveroo

Coveroo is the best way to design and create customized products online. Coveroo inspires people to design personalized, one-of-a-kind products that align messaging with imagination. The company's patented customization platform lets users build a closer affinity with the world's biggest brands, such as NCAA, Major League Baseball, National Hockey League and DC Comics. Dedicated to product quality and self-expression, Coveroo was founded in San Francisco in 2008. For more log on to Coveroo.com.

About Warner Bros. Consumer Products

Warner Bros. Consumer Products, a Warner Bros. Entertainment Company, is one of the leading licensing and retail merchandising organizations in the world.



About DC Entertainment

DC Entertainment, home to iconic brands DC Comics (Superman, Batman, Green Lantern, Wonder Woman, The Flash), Vertigo (Sandman, Fables) and MAD, is the creative division charged with strategically integrating its content across Warner Bros. Entertainment 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 the largest English-language publisher of comics in the world.

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