

Zaldiva Forms Joint Venture with InvestComics

Aggressive Internet expansion key to increasing market share and brand awareness for both companies

FORT LAUDERDALE, FL – September 1, 2009- [Zaldiva, Inc.](#), A Florida Corporation (OTCBB: [ZLDV -News](#)), ([Xetra/Frankfurt Exchange: UZ8](#)) and a leader in Pop Culture collectibles, comic books, memorabilia and auctions headquartered in Fort Lauderdale, Florida today announced that it has formed a joint venture arrangement with InvestComics of West Palm Beach, Florida. The joint venture will consist of both companies utilizing the World Wide Web to increase their market share and brand awareness in the comic and collectibles industry.

The joint venture will focus on directing collectors to Zaldiva.com for their comic book investments. Zaldiva will be the prime comic book carrier for InvestComics. A collector will be directed to Zaldiva to build on their portfolio, or for any other comic book paraphernalia that they may need.

According to Jay Katz, CEO of InvestComics, "InvestComics started out as a comic book investment guide magazine 3 years ago and has since grown into an Investment guide to comic books on the Internet, averaging 240,000 hits per month."

"Jay has over 13 years of experience in the financial industry trading commodities. Investcomics takes the same approach to investing in comic books as one would in the commodity market," stated Nicole Leigh, CEO of Zaldiva, Inc.

InvestComics has the rights to exclusive Press Releases, which it receives on a daily basis. The press release exclusives are provided from the top comic companies in the industry, including Marvel, DC, Image and Dark Horse.

InvestComics is featured as a weekly article on the comic book web site 'The Outhouse' (www.theouthousers.com). 'The Outhouse' comic community is quite large, having triple the traffic of the InvestComics web site. InvestComics also has a featured banner on the Cold Blooded Chillers Site (www.coldbloodedchillers.com), from which it generates additional traffic.

InvestComics has a weekly 'Hot Picks' article that comes out before the new comic book arrivals on every Wednesday. The weekly 'Hot Picks' will be directed to Zaldiva, where the recommendations can be purchased directly online or through the retail store.

"The recommendations range from current comics to Golden age books. All recommendations will be available to purchase through Zaldiva.com," added Leigh.

InvestComics contributors span a variety of super-talents in the comic book industry and cinema. Bob Heske writes a bi-weekly column for InvestComics. The feature can be found under IndieCreator on the front page of InvestComics. Bob is the creator of The Night Projectionist, a vampire horror series by publisher 'Studio 407' with film rights optioned by Myriad Pictures. Through his Heske Horror shingle, Bob self-published his critically acclaimed horror series 'Cold Blooded Chillers'. Bob's trade paperback 'Bone Chiller' (a "best of" CBC anthology) recently won a Bronze medal in the horror category at the 2009 Independent Publisher Book Awards. Bob's works are available at Amazon, ComixPress, IndyPlanet, Haven Distribution, HeavyInk, SmallZone and DriveThruComics.

Pedram (Pedi) Shohadai was the driving force for creating InvestComics new look. Pedi recently finished some visual effects for the Disney movie 'Return to Witch Mountain.' "His resume as an artist in the comic book industry is impressive," commented Katz. "From working on characters such as 'Spider-Man' to 'Spawn,' Pedi has worked extensively with Image Comics as well as

Marvel. Pedi's web sites display his undeniable talent. www.methodinmotion.com and www.pedi-comics.com are just a couple of ways to see his great talent at work.

Jude Coelho is the Webmaster for InvestComics. Jude is also the Site Administrator/Webmaster of the mega comic book community known as The Outhouse (www.theouthousers.com). Jude is also the co-creator of a web-based character 'Bludblood.' The web comic has a huge following and can be found on the 'Outhouse' web site.

"InvestComics has grown tremendously in its first full year with our new web site," continued Katz. "We look forward to much success with Zaldiva and believe that this joint venture will prove to be a fun and profitable venture for both companies."

The company is expanding its marketing initiatives via Facebook, Twitter, MySpace and YouTube.

About Zaldiva, Inc.

Zaldiva is a distribution system unique to the specialty retail industry, focusing its product orientation on the comics and collectibles genre. The company combines a highly visible brick and mortar location in Ft. Lauderdale, Florida with an e-commerce website and portal (www.Zaldiva.com) which operates in conjunction with a series of ancillary websites and online auctions.

Zaldiva podcasts can be found in the iTunes™ store by searching Zaldiva podcasts. The podcasts are also available on YouTube at <http://www.youtube.com/watch?v=jrdA-IDXFR0>.

For Advertising, Sponsorship and Merger opportunities please call 954-938-4133 or visit Zaldiva at www.zaldiva.com.

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