

"I think it's going to explode. I think it's going to be huge, and it's going to turn a whole new generation of young kids onto Archie. And that's going to help us in so many areas. It'll help on the publishing side, on the digital side and with our general awareness for the overall [...]"

Read more: <http://robot6.comicbookresources.com/2013/08/its-going-to-turn-a-whole-new-generation-of-young-kids-onto-archie/>