



PRESS RELEASE

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## **Sometimes Weekly Announces W Corp. Demerger Ahead of January 2024 Relaunch**

**Binghamton, NY** – *Sometimes Weekly* announced today it planned to complete a demerger with one of its subsidiary holdings, W Corp. The separation is expected to be executed prior to the January 2024 relaunch of *Sometimes Weekly*. As a result of the demerger, the Sometimes Weekly Publishing Company, the parent company of *Sometimes Weekly*, will retain *Sometimes Weekly*, *Punch*, and the FULL SATIRE brands.

Nick Butler, the writer and creator of *Sometimes Weekly*, said he was not surprised by the decision to demerge the two corporate entities. “It became clear we’re on different paths,” Butler said in a statement. “Sometimes Weekly is focused on storytelling and building community, and quite frankly that just doesn’t seem to be the goal of W Corp.”

It is expected that W Corp. will retain control over its existing subsidiary brands including SpaceW, Twain (formerly Twain One Motor Company), the Ho-Hum Company, and OpenW, which is developing the much anticipated proprietary astrotelligence human-like word dispenser *EvenSmarterChildGPT™*.

W Corp’s first CEO is expected to be announced in January 2024 at the completion of the demerger negotiations. The two companies are still discussing the exact future of MovieViral.com’s brand, which was recently reacquired by Nick Butler and *Sometimes Weekly*.

“I fought hard to get MovieViral back and I’ll fight hard to keep it with Sometimes Weekly,” said Butler, who is currently serving as the Acting Editor-in-Chief of MovieViral.com.

A spokesperson representing W Corp. declined to comment on their intention to pursue control over the MovieViral brand. “I decline to comment,” the representative said.

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