

# DAILY

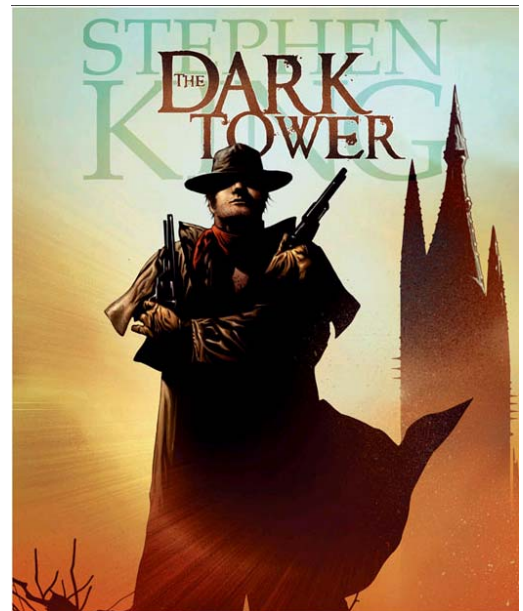


# BUGLE

## Stephen King Producing Marvel Comic Series

World Fantasy Award-winning writer Stephen King, long acknowledged as the master of modern horror, and Marvel Comics join forces this spring to launch a ground-breaking new comic book series adapted from King's magnum opus, *The Dark Tower*.

The comic series will mark the first time Stephen King has produced original content for an ongoing comic book project. King's unparalleled storytelling power will inform new stories that delve into the life and times of the young Roland. The stories will reveal the trials and conflicts that lead to the burden of destiny he must assume as a man, the last Gunslinger from a world that has moved on.



The comics will work in conjunction with the novels, further supplementing and defining the saga's mythology under the direction of the acclaimed author himself.

"As a lifelong fan of Marvel comic books, and as an adult reader who's seen comics "come of age" and take their rightful place in the world of fantasy and science fiction, I'm excited to be a part of Roland's new incarnation," said Stephen King.

The first issue is scheduled to debut in April 2006 with a hard cover collection of the first 6 issues released Holiday 2006.

# DAILY



# BUGLE

Friday/Partly Sunny/Weather: Page 37

254

## Highest Rated Halloween Costume

As consumers begin to dust off their brooms and pointy hats, retailers everywhere are stocking up on spooky merchandise in anticipation of the most haunting day of the year.

The NRF 2005 Halloween Consumer Intentions and Actions Survey, conducted by BIGresearch, found that Spider-Man once again is the highest rated branded Halloween costume for kids! It's also ranked #3 overall after the princess and witch costumes.

Source: NRF, September 2005

## Now Your Pet Can Be A Super Hero Too

Jakks Pacific, Inc. has signed a licensing agreement with Marvel Enterprises, Inc. to develop and market pet products based on classic and movie Marvel characters, including dog accessories, cat accessories, pet food and pet tents.

The agreement covers products marketed under JAKKS' new pet division, JPI. The products are expected to hit retail stores nationwide in the spring of 2006.

## Marvel Goes To The Middle East

Teshkeel Media Group and Marvel Entertainment, Inc., will bring Arabic-language Marvel comics, trade paperbacks and magazines to the Middle East region. The agreement was announced by Naif Al-Mutawa, CEO of Teshkeel, and Bruno Maglione, President of Marvel International.

Under terms of the agreement, Teshkeel will engage in a wide-ranging multi-year publishing program which for the first time will bring Marvel's world-famous comic books to the Middle East in local language. The Marvel comics will be distributed throughout the region, from the Arabian Gulf to North Africa.

"We're extremely excited and proud to be working with Marvel," said Naif Al-Mutawa, CEO of Teshkeel. "Marvel's Super Heroes provide positive role models for children worldwide, and it's extremely gratifying to be able to bring them to an Arab audience."

Al-Mutawa added that Teshkeel will begin Arabic publication of several of Marvel's most well-known and successful titles early next year. The company may also release additional titles to tie in with the release of next year's highly anticipated X-Men 3 and Ghost Rider motion pictures.

# DAILY



# BUGLE



## EXTRA! EXTRA!

### September 2005 Tale of the Tape\*

Comic Publisher	# Titles Released	Units Sold (000's)	# Top 25 Titles	MTD Marketshare
Marvel	82	3,234	16	48%
DC	100	2,651	9	39%
Others	40	440	0	13%

\* Reflects direct market initial orders  
Source: Diamond Comic Distributors

### Activision Ships "X-Men II: Rise of Apocalypse" for PSP

Video game publisher Activision shipped the Sony PSP version of its "X-men Legends II: Rise of Apocalypse" title to retailers on Wednesday, October 19<sup>th</sup>.

Vicarious Visions developed the PSP version of the game, which is based on and features characters from the Marvel Comics property.

### Marvel To Produce New Animated Television Series

Marvel Entertainment, Inc. has recently entered into an agreement with Indian animation company, First Serve Toonz to produce a brand new animated television series based on Marvel's world famous X-Men character franchise and which will be centered primarily on the popular Wolverine character.

Under terms of the agreement, FST, which operates its animation studios in India, will begin pre-production immediately on 26 episodes in a 2D-3D combination of characters and background. The initial episodes are expected to be ready for worldwide distribution by summer 2007.

First Serve Toonz will produce the Series while both Marvel Studios and FST will oversee the creative direction. International TV and DVD distribution will be managed by FST whereas Marvel retains distribution rights for the United States.

Bruno Maglione said: "This is another step in Marvel's strategy to team with leading animation production houses around the world in order to add a powerful TV animation plank to the coordinated multi-media promotion platform for our character franchises."

"It is a great pleasure to be working with Marvel and its outstanding creative and management team." said Ed Borgerding, CEO of First Serve Toonz.

**DAILY**



**BUGLE**

## Advertisers of the Month

Marvel would like to recognize the following Advertisers of the Month for October 2005:

Nike



Honda

