

DAILY



BUGLE

Friday/Partly Sunny/Weather: Page 37

254

"Marvel Nemesis: Rise of the Imperfects"

Electronic Arts announced on March 15th that it plans to publish "Marvel Nemesis: Rise of the Imperfects" for Playstation 2, Xbox, GameCube and the PSP in the fall of 2005.



The title will feature both classic Marvel superheroes and a new set of characters -- developed jointly by EA and comic book writers and artists including Jae Lee and Paul Catling. This new Marvel comic book mini-series will launch in May. Marin County, Calif.-based Nihilistic Software is currently developing the title, which will be produced at EA Canada.

Source: Yahoo!

Marvel Q4 2004 Highlights

Net sales and operating income increased primarily due to contributions from Marvel's joint venture with Sony for Spider-Man movie merchandising and to improved international licensing revenues.

A shift towards revenues in licensing in Q4 2004 led to company-wide operating margin of 41% compared to 31% in the prior year period.

Marvel's Chairman, Morton Handel, commented, "Our strong 2004 operating results continue to reflect the expanding global power of the Marvel brand and an increase in consumer and media products based on our characters."

The Fantastic Four Go To School

Marvel and its educational division, Cover Concepts, recently announced an initiative that will send 80,000 6-week lesson plans and 2 million accompanying *Fantastic Four* comic books to over 6,000 grade schools nationwide.

The lesson plan and comic, written by Education World, supplement core curriculum including science, math, reading and character education while featuring Marvel's popular *Fantastic Four* characters.

The campaign is called "Do Your Thing" (titled in part to connect to the "FF" character "The Thing") and is themed around the concept of taking pride in your individual interests and abilities --just like the characters of *Fantastic Four* do!

Cover Concepts will also sponsor an essay contest based on the "Do Your Thing" campaign. Although this concept has a strong educational element, it is also timed around the upcoming *Fantastic Four* film. This program is currently running through March and April.

Looking forward, Marvel has plans to continue its educational programs for kids, with additional distribution networks being created in daycare centers, libraries and summer camps.

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EXTRA! EXTRA!

February 2005 Tale of the Tape*

Comic Publisher	# Titles Released	Units Sold (000's)	# Top 10 Titles	MTD Marketshare
Marvel	72	2,934	7	50%
DC	96	2,047	3	35%
Others	46	471	0	15%

* Reflects direct market initial orders
Source: Diamond Comic Distributors

Thank Heaven for 7-Eleven

Marvel Comics will be found in 7-Eleven stores nationwide, beginning in June. "It's a very large jump in retail presence for us," acknowledges Dan Buckley, publisher of Marvel.

And it's a return, at least in part, to the days when readers could find a comic book pretty much anywhere. In recent years, comics and graphic novels have had a growing presence in bookstores. The move into 7-Elevens is a much bigger step back into the mainstream.

Marvel's return to 7-Eleven will begin with titles from its all-ages Marvel Adventures line and expand to include some of its more popular books, such as "Astonishing X-Men" and "Amazing Spider-Man."

Marvel – Popular With AOL Users

Nearly half a million people went on to AOL and viewed the Visa/Marvel Super Bowl ad online! AOL reports that the top 12 most viewed spots from Super Bowl XXXIX were:

1. Diet Pepsi - Cindy Crawford -- 899,773 views
2. GoDaddy.com - Hearing -- 894,983
3. Bud Light - Skydiving -- 803,999
4. Bud Light - Cedric -- 648,430
5. Ford Mustang - Winter -- 605,585
6. Amerquest - Store Trip -- 600,599
7. Diet Pepsi - P. Diddy -- 596,986
8. Bud Light - Sharing -- 573,280
9. FedEx - Ten Things -- 553,023
10. Ciba Vision - Bubbles -- 526,338
11. Bubblicious - Lebron -- 472,534
- 12. Visa - Super Heroes -- 459,337**

Marvel Exceeding Rate Base

According to Marvel's latest BPA audit for the semi-annual period ending 12/31/04, Marvel exceeded its rate base by 390,398! The junior network averaged a monthly circulation of 1,411,502 vs. a rate base of 1,400,000 while the senior network averaged 2,378,896 vs. a rate base of 2,000,000, almost a 20% increase!

Marvel is the only comic book publisher in America that has exceeded rate base every semi-annual period over the past five years.

DAILY



BUGLE

Friday/Partly Sunny/Weather: Page 37

254

ESRB Creates New Video Game Rating

Entertainment Software Rating Board has introduced a new rating category for the North American video game market, called "E10+ (Everyone 10 and older)". As you might expect, the new rating will apply to games with content judged appropriate for gamers aged 10 and older.



?Did You Know?

According to SRDS, with a total audited circulation of 3,790,398, Marvel is the 11th largest consumer magazine in America!!!

US Video Game Sales Up

US video game sales were up 13% for the month of February, bolstered by the release of Sony's "Gran Turismo 4" and continued strong sales for Take-Two's "Grand Theft Auto: San Andreas," according to data from market research firm HPD Group.

Analysts citing NPD data said that "Gran Turismo 4" was the top-selling title during the month, followed by Electronic Arts' "NBA Street Vol. 3" and Take-Two's "Grand Theft Auto: San Andreas." In terms of console sales, Sony's PlayStation 2 outsold both the Xbox and GameCube in February, and has now sold over 1 million units to date this year.

Final, Final - Ad Spending in 2004

Yet another year-end wrap up to fortify the previous conclusions that total advertising expenditures for all media in 2004 increased 9.8 percent to \$141.1 billion compared to 2003, according to data released today by TNS Media Intelligence

Almost all of the media measured by TNSMI experienced growth throughout the year, with the Internet, Outdoor, Cable TV and National Syndication showing the strongest gains. Local Newspapers led in dollar spending for 2004. The Internet showed the most robust year-over-year gain for 2004. Outdoor advertising increased 20.1 percent.

Ad Spending by Media: Full Year 2004 vs. 2003

Media	Full Year 2004 (MM)	Full Year 2003 (MM)	% Change
Newspapers	\$24,555.50	\$23,018.50	6.70%
Network TV	\$22,522.40	\$20,340.60	10.70%
Consumer Magazines	\$21,292.20	\$19,145.90	11.20%
Spot Tv2	\$17,305.40	\$15,499.20	11.70%

Source: MediaPost Communications

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Advertisers of the Month

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

Atari

GO WHERE NO DRAGON BALL Z GAME HAS GONE BEFORE. EVERYWHERE.

Introducing the first ever Dragon Ball Z action-adventure game.

DRAGON BALL Z SAGAS
IN STORES MARCH 25.

PlayStation.2, FUNimation Productions, Ltd., XBOX, TEEN RATED, Animated Blood Violence

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American Legacy Foundation

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