

# DAILY



# BUGLE

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## "Fantastic Four" Helps End Hollywood Slump

The comic-book adaptation "Fantastic Four" raked in \$56 million during its first three days, helping to end a slump in which domestic movie revenues had been down 19 weekends in a row compared with last year's.

"It took four superheroes to end this slump, and Hollywood is grateful," said Paul Dergarabedian, president of box-office tracker Exhibitor Relations. "Comic-book movies, if properly marketed, are exactly what mainstream audiences want to see in their summer movies."

The movie bumped the previous weekend's top film, "War of the Worlds," into second place with \$31.3 million. Domestically, "Fantastic Four" has brought in a total of \$122.56 million to-date.

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### ?Did You Know?

*Ghost Rider*, scheduled for release in August 2006, stars Nicolas Cage as a motorcyclist bonded with a dark force that takes over to punish bad guys.

For the movie, Nicholas Cage had to have his Ghost Rider tattoo covered with make-up in order to play Johnny Blaze.

## Marvel, Microsoft Sign Deal For Xbox 360

At Comic-Con International, the world's largest comic



book convention, Microsoft Corp. and Marvel Enterprises Inc. announced a licensing agreement that will team the entertainment powerhouse Marvel with Microsoft's proven creative and technology success in the interactive gaming space.

Under the terms of the agreement, Microsoft has obtained the exclusive rights to develop and publish massively multiplayer online games (MMOGs) featuring Marvel's iconic universe of Super Heroes for use in games developed for the Xbox 360 system and published by Microsoft Game Studios.

"Marvel has created some of the most iconic and exciting characters and stories in the past century. We're thrilled to bring this universe to interactive entertainment," said Peter Moore, corporate vice president of Worldwide Marketing and Publishing for Xbox at Microsoft.

"With this next generation of gaming, Marvel fans will finally have the ability to create choices with their favorite Super Heroes, villains and creatures in unbelievable detail – all with the power of Marvel's incredible vision and the Xbox platform."

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## A Fantastic Ride for Director Tim Story

Tim Story snatched up the opportunity to direct one of the greatest power quartets of all time. Here's a one-on-one interview with him and Brad Balfour from *amNewYork*.

**Q: Opening the week after "War of the Worlds" must have made you worry how "Fantastic Four" would stand up against it. Are you happy to be opening this weekend?**

TS: When it comes to thinking about the competition, it's a crowded summer and I don't think you can guess what's going to happen. We have a family movie that is light and fun, a popcorn movie. You can sit back and have a good time, and I think the summer's been looking forward to something like our movie.

**Q: What pressures did you feel directing such a high-profile film based on one of Marvel's flagship comics?**

TS: You're walking in with an audience that already expects a certain thing. Knowing that there's a certain pressure on all these films. It's not from the studio; the pressure came from myself. I knew immediately what I was getting into, and Avi [Arad, CEO of Marvel Productions] was quick to educate me on what I was getting into. The pressure was big, but I dealt with it.

## Hollywood and Marvel Talent Combine Strengths

Vivendi Universal Games announced on July 22<sup>nd</sup> its talent line-up for the highly anticipated Super Hero game from Sierra Entertainment, "The Incredible Hulk: Ultimate Destruction."



"The Incredible Hulk: Ultimate Destruction" is further brought to life through an original storyline written by Eisner Award-winning comic book writer Paul Jenkins (Hulk, Spider-Man) and high quality art created by signature comic artist Bryan Hitch (The Ultimates, Ultimates 2.)

"The authenticity, compelling storyline and unbelievable power and freedom found in The Incredible Hulk: Ultimate Destruction create the consummate experience for Hulk fans and core gamers," said Ed Zobrist, Senior Vice President, Global Marketing, VU Games. "Add the tremendous talent of our voice-over actors, sound effects design and musical teams, and we're delivering the best Super Hero video game ever!"

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## EXTRA! EXTRA!

### June 2005 Tale of the Tape\*

Comic Publisher	# Titles Released	Units Sold (000's)	# Top 25 Titles	MTD Marketshare
Marvel	86	3,261	15	46%
DC	98	2,806	10	39%
Others	48	493	0	15%

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

## Fantastic Four Mobile Gaming Comes to Verizon Wireless

Verizon Wireless and MFORMA Group are bringing Marvel's Fantastic Four to Verizon Wireless "Get It Now" customers. Inspired from scenes in this summer's motion picture, *Fantastic Four*, the mobile game from MFORMA takes players on a thrilling adventure to save the world from the evil Dr. Doom.

## Ghost Rider Video Game to be Developed by Majesco

Majesco Entertainment Company, a provider of digital entertainment products and content, has announced on July 14th that it has signed a license agreement with Marvel Comics to develop a video game based on Marvel's ever-popular cult Super Hero *Ghost Rider*.



"Given its unique mix of motorcycle combat, supernatural themes and popular Marvel characters, *Ghost Rider* is the perfect property to translate into a video game," said Jesse Sutton, president of Majesco. "The simultaneous release of our game and the feature film event will ensure that *Ghost Rider* is next summer's biggest Super Hero."

The game is currently in development at U.K.-based Climax Group, and will ship in summer 2006 for Playstation 2, PSP and the Xbox in conjunction with the release of the Sony Pictures/Marvel Studios film.

Adds Ames Kirshen, Marvel's Vice President of Interactive: "Ghost Rider is one of our flagship properties and we are excited to work with Majesco and Climax to deliver an authentic and truly unique Marvel game experience to gamers next year."

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## Fantastic Four Garners Over \$100MM in Promos

A team of partners invested upwards of \$100 million in promotional support of the film, said Lisa Licht, senior VP-feature film promotions & field operations for Twentieth Century Fox. Seven big-name brands, including Samsung, Activision, and Kraft have added their branding power to the mix in hopes of building equity while generating additional buzz around the film.

Burger King is the latest brand to back the movie. The QSR is out with a multifaceted promotion that draws on premiums and interactive Web content. Consumers in the U.S. who buy any large or king size value meal, or those in Canada who buy a large combo meal, entree or side salad, will receive a limited edition *Fantastic Four* cash card good for credit at Amazon.com.

In addition to the cash card game, Burger King is giving consumers a chance to customize and print their own *Fantastic Four* comic book online. The QSR is also seeding kids' meals with one of five *Fantastic Four* toy premiums.

Meanwhile, food giant Kraft is adding movie-themed packaging to its Lunchables products, Licht said. *Fantastic Four* gets a big push with tech buffs via Samsung Electronics, which has launched an integrated campaign tied to the film.

## "Marvel Nemesis: Rise of the Imperfects"



Electronic Arts announced at Comic-Con on July 14th that it has signed on acclaimed comic book writer Mark Millar and artist Terry Dodson to join Jae Lee on the development of

"Marvel Nemesis: Rise of the Imperfects," a title being jointly produced by EA and Marvel Comics.

Set to release this fall, the game features multiple Super Heroes from the Marvel Universe as well as a new set of characters created by EA called, "The Imperfects."

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## Fantastic Four Hits Stores

Comic book aficionados who can't get enough of 20th Century Fox's "Fantastic 4" can head to their local game retailer for a digital fix. Video game publisher Activision shipped its "Fantastic 4" title this month.

The game's storyline was co-written by "X2" co-writer Zak Penn. Los Angeles-based Seven Studios developed the console versions of the game, while Beenox created the PC version and Torus Games developed the title for Game Boy Advance.

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## Advertisers of the Month

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

### Kellogg's

**YOU CAN GET A TASTE of PIRATE POWER**

Free online game - Disney's Virtual Magic Kingdom.  
You may plunder each pirate-marked box of Kellogg's cereal for special powers in Disney's Virtual Magic Kingdom online game. Just visit [vmk.com](http://vmk.com) to play for free. You may enter one of three secret pirate codes from the box to unlock magical powers. Or enter the kingdom through [Kelloggsofukdown.com](http://Kelloggsofukdown.com) and reveal the hidden Skull Hook guest room.

[vmk.com](http://vmk.com)

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Junior Network

### Warner Home Video

**"ACTION-PACKED AND MIND-BLOWING."**  
—*Rolling Stone* 1/20/05

Based on Characters from the DC Comics/Vertigo Hellblazer Graphic Novels!

EXCLUSIVE COMIC BOOK!

**2-DISC DELUXE EDITION**

- 18 Minutes of Additional Scenes, including an Alternate Ending
- A Perfect Circle's *Possir* Music Video
- *Conjuring Constantine* - from comic book to film
- *The Production from Hell* Documentary Gallery
- *Imagining the Underworld* Documentary Gallery
- *Constantine Cosmology* - the mythology behind the movie
- *Firelight: The Power of Devotion*
- Commentary by Director Francis Lawrence, Producer Akiva Goldsman and Screenwriters Kevin Brodhin and Frank Cappello
- Exclusive DVD-ROM Content
- Includes Exclusive Collectible *HELLBLAZER* Comic Featuring a Reprint of Issue #41 *Dangerous Habits* and a *HELLBLAZER* Short Story

**OWN IT ON DVD JULY 19!**

WARNER BROS. PICTURES PRESENTS A WARNER BROS. PICTURES PRODUCTION A FRANCIS LAWRENCE FILM KEANU REEVES CONSTANTINE CASTING BY JAMES NEWTON HOWARD COSTUME DESIGNER JAMES W. HAYES EXECUTIVE PRODUCERS JAMES W. HAYES AND JAMES W. HAYES PRODUCED BY AKIVA GOLDSMAN AND KEVIN BRODHIN WRITTEN BY KEVIN BRODHIN AND FRANK CAPPELLO DIRECTED BY FRANCIS LAWRENCE

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