

# DAILY



# BUGLE

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## Marvel Entertainment Pediatric In-Patient Unit

NYU Medical Center held a ribbon cutting ceremony on January 11<sup>th</sup> 2005 announcing the dedication of the Marvel Entertainment Pediatric In-Patient Unit.

Marvel donated \$2 million to open the Marvel Entertainment Pediatric Inpatient Unit at NYU Medical Center's Tisch Hospital. The 59-bed unit serves children with a wide array of illnesses and provides specialized care in cardiology, hematology, neurology, oncology, reconstructive and general surgeries.

In addition to providing superior medical care, the child-friendly Marvel Entertainment Pediatric Inpatient Unit provides complimentary patient care services and programs, such as music and art therapy, dramatic play, journaling, pre-admission orientation for children and their parents, a playroom, and a pediatric library, that are designed to minimize the anxiety and stress experienced by children, adolescents and their families.

## Spider-Man 2: Won "Best Popular Movie"

Marvel was a winner at the 2004 Critic's Choice Awards. *Spider-Man 2* was voted Best Popular Movie for 2004. Avi Arad accepted the award on behalf of Marvel.

## Superheros Available

Marvel has signed a multi-year licensing deal with rights clearance agency Corbis to make its vast vault of comic book superhero images available for branded entertainment campaigns.

## New Avengers #1 Wins December!

It's official: Marvel Comics' *The New Avengers #1* was the top selling comic book in December 2004, industry wide!

*The New Avengers* spins out of the *Avengers: Disassembled* story arc, the cataclysmic end to the long-running series. The new title relates the events that bring together a new team of Avengers, comprised of some of Marvel's most popular characters and foundational heroes: *Spider-Man*, *Wolverine*, *Captain America*, *Iron Man*, *Luke Cage*, and more.



As always, more exciting information on *The New Avengers* and the Marvel Universe can be found online at [Marvel.com](http://Marvel.com)!

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## EXTRA! EXTRA!

### December 2004 Tale of the Tape

Comic Publisher	# Titles Released	Units Sold (000's)	# Top 20 Titles	MTD Marketshare
Marvel	87	3,249	14	49%
DC	94	2,346	6	35%
Others	40	524	0	16%

### Magazines Post Strongest Year

After a slow start, the magazine industry made a solid return to apparent health in 2004. According to the final Publishers Information Bureau (PIB) numbers for the year, ad pages registered a solid if not spectacular 3.8 percent gain totaling 234,387.32 in 2004.

Ellen Oppenheim, executive vice president and chief marketing officer for the Magazine Publishers of America, spoke of a renewed optimism in the magazine industry, given this year's improved performance, coupled with an overall increase in confidence among advertisers when it comes to the strength of magazines.

Source: Media Daily News, January 11<sup>th</sup> 2005

### 85% of Marvel Readers are Gamers!

New research conducted on behalf of the Entertainment Software Association shows that adult videogame consumers do not conform to negative stereotypes.

A survey of adult gamers showed that they spend on average three times more time each week exercising, volunteering, reading, attending religious services or taking part in cultural or creative activities than they do playing games.

Other findings of the survey, showed that 93% of game players read books or daily newspapers, while 94% follow news and current events.

61% of gamers engage in religious activity for several hours a month, while a clean half of those surveyed spend time painting, writing or playing an instrument, and 62% attend cultural events such as concerts, museums or the theatre on a regular basis.

The findings "shatter myths" about typical game players, according to the ESA, including the belief that games contribute to obesity - with 79% of game players exercising or playing sports for an average of 20 hours a month.

Source: Entertainment Software Association

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## Hottest Costume...

BIGresearch, in a survey conducted for the National Retail Federation (NRF), found that Spider-Man was the most popular Halloween costume for kids this year, with over 2 million children dressing as their favorite superhero.

NRF President and CEO, Tracy Mullin, said "With the popularity of Spider-Man for Halloween this year, it's easy to see how frequently children take cues from pop culture.

Spider-Man was 17% more likely to be chosen as a Halloween costume than even the next highest selected costume (Princess). And when one considers the brand recognition factor of specified characters, Spider-Man was 189% more likely to be chosen as a Halloween character than the next branded costume (SpongeBob).

## ...And Hottest Toy

The NRF 2004 Holiday Consumer Intentions and Actions Survey, conducted by BIGresearch for NRF polled more than 7,300 consumers on the "hot toy" that they purchased for children with a fill-in-the-blank question to ensure the highest accuracy.

The survey indicated that Spider-Man merchandise was in high demand (8.9%) with remote control toys, cars, trucks, and Hot Wheels following closely behind.

Source: Source: BIGresearch & NRF

## Marvel to Develop Multiple New Book Ranges Through Licensing Agreements

Marvel Enterprises, Inc., the dominant force in the comic book market through its Marvel Comics division, has entered into major licensing agreements with four of the world's leading publishing houses: DK Publishing, Harper Collins, Meredith Books and Simon & Schuster's Pocket Books as part of a strategy to increase the presence of its leading character franchises in various mass market book publishing formats.

Collectively, the new publishing licenses will bring the Marvel Universe to broad consumer audiences and demographics by establishing a significant presence in the largest mass-market book categories including adult novelizations, children's fiction, all-age non-fiction compendiums, as well as pre-school novelty formats and picture and sound storybooks.

The new agreements reflect Marvel's licensing-driven approach to develop new product markets for its leading character franchises and category management strategy. By teaming up with selected industry-leading partners who can provide extensive marketing support and distribution reach the Company enters lucrative new product segments quickly and with the support of established specialized industry players. Initial products from these new licensees will be available at retail in first quarter 2005.



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## Spider-Man Tops Chart

Looks like Marvel's Spider-Man is still one of the most searched words on the internet. While winding up at #79 overall for the year, Spider-Man did hold the number one spot for several weeks. For the year, it was the 5<sup>th</sup> ranked movie search.

Google's list of top gaining queries for the week ending July 5<sup>th</sup> was also a mix of entertainment and current events issues. "Spiderman 2" rose from #9 the week prior to the top spot.

## Marvel Supports the Troops

Marvel will produce a comic, distributed free of charge to 1MM US military personal throughout the world. It will feature the New Avengers, and will be done in collaboration with The Pentagon. AAFES will distribute the comic. Legendary Writer Brian Michael Bendis will pen the story.

"We get many calls and letters from soldiers and their family members who love our characters," said Bob Sabouni Executive Group Director at Marvel. "Just last week I got a voice mail from a 12-year-old who said that he was buying comics to send to his brothers in Iraq, but had run out of money. It felt great to call him back and tell him we had it covered!"

Partnerships are no longer available for this book. If you would like to sponsor overseas shipments and/or a part two comic please call 212-576-4044.



## Cover Concepts' Fall 2004 Creative Feedback Challenge

In Fall of 2004, Cover Concepts, Marvel's in-school resource division, held their bi-yearly Creative Feedback Challenge. The Challenge is open to all students in Cover Concepts' schools that received free sponsored educational materials.

Cover Concepts received many fantastic letters, drawings, videos, and DVDs. In December, one grand prize winner was chosen to receive \$500 for their school. Log onto [www.coverconcepts.com](http://www.coverconcepts.com) to check out the winner and honorable mention list.

## THQ Ships *The Punisher* Game

Video game publisher THQ on Tuesday, January 18<sup>th</sup>, shipped it's *The Punisher* title for Playstation 2, Xbox and PC. Based on the Marvel Comics character,



the game was developed by THQ's Illinois-based Volition studio. The game features the voice of Thomas Jane, who played Frank Castle in the 2004 Lion's Gate Films movie based on the comic.

Source: Digital Media Wire, January 18<sup>th</sup> 2005

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## Advertisers of the Month

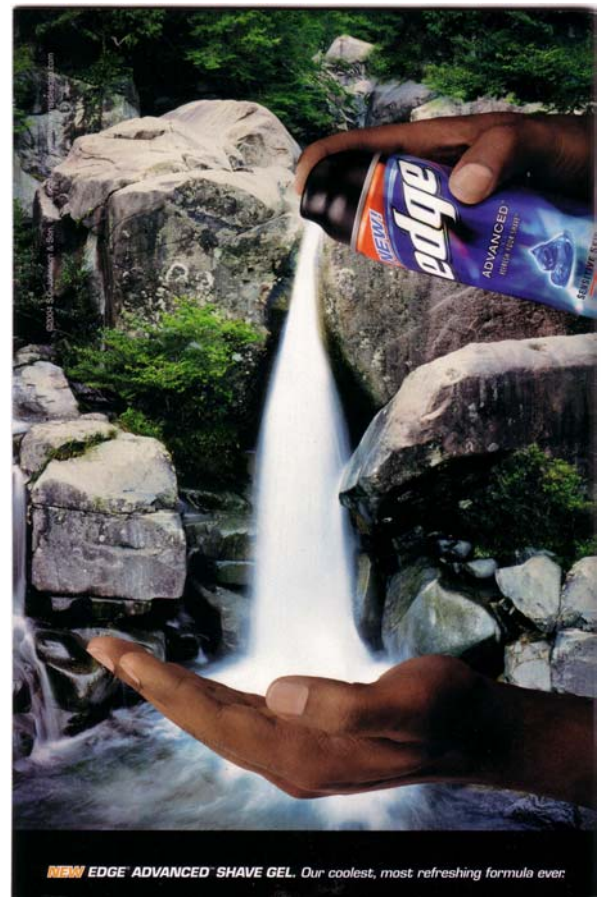
Marvel would like to recognize the following Advertisers of the Month for January 2005.

### ZipZaps (RadioShack)



Junior Network

### Edge (S.C. Johnson & Son, Inc.)



Senior Network