

DAILY



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Fantastic Four? Looks Like Fantastic Five To Me...



It looks like the Fantastic Four have gained a great supporter at Wal-Mart. Posing with the Four is Lee Scott, the President and CEO

of Wal-Mart Corp., at the Wal-Mart shareholders meeting held on June 1st.

Samsung Recharges With Fantastic Four

This summer Samsung is planning to "unleash hell" on its rivals via a tie-in with 20th Century Fox's *Fantastic Four*. Samsung joins more than a half-dozen other major tie-in partners including Burger King, the NBA, Victory Motorcycles, Amazon.com video gamer THQ and SBC.

The Korean consumer electronics giant will use the film to showcase 90 different products ranging from refrigeration to plasma TVs.



Fantastic Results!

In the spring of 2005, 2MM *Fantastic Four* comics and 80,000 teacher's guides were sent to Cover Concepts' elementary schools.

The following are the results of all findings for this program:

96% of students who received the comic read it

91% said they would like to receive more comic books in school

86% of both girls and boys said they like to read comic books

63% read the comic book more than one time

43% of kids said that they were going to read more books as a result of receiving the comic book

"The comic books "The Fantastic Four" were a huge success. They arrived at just the right time. Most teachers were searching for ways to wind down the school year and these fit in just perfectly. Some teachers and most students were introduced to a new/old form of reading. Thanks again!"

- Mr. Paduano, Teacher, Theodore Roosevelt School

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Get Super Power



The July issue of Muscle & Fitness featured "The Thing" of the Fantastic Four and Michael Chiklis.

Included in the issue is a 5-page comic spread titled "Super Power Workout" featuring the Fantastic Four.

Available on newsstands now!

Bravo Television's Top 20 Ultimate Super Heroes

Bravo Television enlisted experts, ranging from comic book creators to filmmakers and producers to the actors who brought these characters to life.

The super heroes were chosen from characters who have appeared in comic books, movies, television, and/or video games. Marvel leads the list with the #1 pick, plus 6 others in the top 20.

- | | |
|-----------------------|-------------------|
| 1) Spider-Man | 11) Spawn |
| 2) Superman | 12) Hellboy |
| 3) Batman | 13) Flash Gordon |
| 4) James Bond | 14) The Mask |
| 5) Indiana Jones | 15) Daredevil |
| 6) Luke Skywalker | 16) The Tick |
| 7) X-Men | 17) Austin Powers |
| 8) The Incredibles | 18) Conan |
| 9) The Fantastic Four | 19) Blade |
| 10) The Hulk | 20) Men in Black |

Opportunity Available

Marvel is teaming up with the White House Commission on Remembrance to educate elementary school students about American history & patriotism.

Please call Bob Sabouni (212) 576-4044 if interested in this unique partnership opportunity:

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'Spider-Man 2' Takes Top Licensing Award



Spider-Man Merchandising LP (Marvel Enterprises & Sony Pictures Consumer Products) won top honors on June 22nd as *Spider-Man 2* was named the 2004 Overall Best License of the Year at the Annual LIMA Gala and Awards Ceremony for the International Licensing Industry Merchandisers' Association (LIMA).

The presentation, honoring the best and most creative and innovative programs and products in the worldwide licensing industry was held at the Grand Hyatt Hotel in New York City.

The LIMA International Licensing Excellence Awards includes seven major categories, honoring licenses from the worlds of Art, Character, Corporate, Film & Television, Sports, Retail and Promotions, as well as the Overall Best License of the Year.

In addition to its Overall Best License Award, *Spider-Man 2* The Movie Promotion was also awarded the Best Promotion of the Year.

5 A Day, Wal-Mart Summon Fantastic Four

The 5 A Day folks are bringing the Fantastic Four to Wal-Mart stores for a one-day blitz pitching fruits and veggies. The Produce for Better Health Foundation and 16 marketers will run "Build a Fantastic You with 5 A Day The Color Way" on June 25 in 1,700-plus Wal-Mart Supercenters and Neighborhood Markets. Marvel created the 20-page interactive comics for these events.

Comic books for kids and a nutrition guide for parents detail the foundation's 5 A Day The Color Way guide to eating a range of produce from five color groups.



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Advertisers of the Month

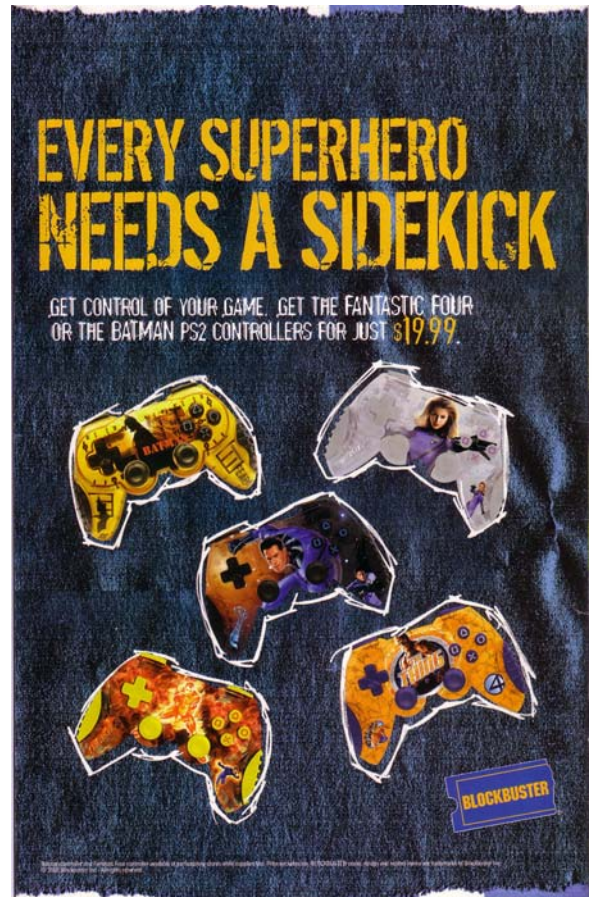
Marvel would like to recognize the following Advertisers of the Month for June 2005:

Activision



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