

# DAILY



# BUGLE

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## The House of Ideas Celebrates 65 Years!

That's right, the company known as Marvel has kept on the cutting-edge of comics for six-and-a-half decades! To celebrate this milestone, Mighty Marvel has produced breathtaking retrospectives of favorite Marvel heroes and villains through the ages.

The Art of Marvel Vol. 2 features more than 100 illustrations from the 1940s through today, and is a perfect companion piece to the Art of Marvel Vol 1.

The first four issues of the comic series that launched Marvel Comics are re-mastered and restored in the monumental Marvel Masterworks: Golden Age of Marvel Comics Vol. 1 HC, featuring the original tales of Sub-Mariner, the Human Torch, the Angel, and Ka-Zar. The first historic battle between the Sub-Mariner and the Human Torch is also presented in the Marvel 65th Anniversary Special.

## Where the Hip Hang!



Marvel Comics is creating a custom hip-hop comic book based on Atlantic

Records' top hip-hop recording artists, including Twista, Fabolous, Trick Daddy, T.I., Fat Joe and Lil' Kim. Atlantic will be distributing the comic at concerts, events, and retail stores.

## Fantastic Four Unique Marketing Opportunity



In preparation for the July 2005 Marvel Studio movie release of "Fantastic Four", Marvel and its educational resource division, Cover Concepts, are offering advertisers a *fantastic* opportunity!

Marvel is distributing a Fantastic Four comic, along with a teacher's guide to 2 million students in grades 2-4 throughout the country.

The comic is an action packed story that is designed to teach kids about the characters in the movie. It will be used with the teacher's guide in a six-week long lesson plan.

The program will also include a F4 essay contest where kids enter for a chance to win fantastic prizes!

If interested in sponsoring this opportunity, please contact your local account manager for more details.

## Blade 3: Coming to Theaters December 8<sup>th</sup>!

Starring Wesley Snipes and Jessica Biel, Blade: Trinity will open on Wednesday, December 8<sup>th</sup> 2004 in theaters nationwide.



Come see Blade as he returns as the day-walking vampire hunter in the explosive third and final film in the Blade franchise.

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## Marvel Prepares to Celebrate Black History Month

The Black Panther, the first African-American superhero, is being polished for comic book stardom by Marvel Comics. The character, created in 1966, is receiving a new monthly series in February to coincide with Black History Month.



"The Black Panther" will be written by Reginald Hudlin, the writer and director of the 1990 film "House Party" and a producer and director of "The Bernie Mac Show" on Fox. John Romita Jr., a longtime illustrator of Spider-Man, will provide the art.

The first six issues of the series will deal with the Panther's origin. The next six will have the Panther take a greater role in the Marvel Universe, interacting with the Avengers, Spider-Man and the X-Men, and meeting many other African-American heroes, including Blade, Luke Cage and Storm.

Source: NY Times, Nov. 16<sup>th</sup> 2004

Marvel's educational resource division, Cover Concepts, is currently seeking partners for a February in-school program. For more information, please call Bob Sabouni at 212-576-4044.

## Reading Becomes an Adventure

Target, in conjunction with Marvel Enterprises and Marvel's educational resource division, Cover Concepts, debuts "Ready. Sit. Read!" an initiative designed to promote childhood reading.

As part of the program, the companies will produce and distribute a series of custom comics featuring Marvel Super Heroes, including Spider-Man and Captain America, in adventures that showcase the importance of reading.

The first issue was distributed in September to nearly one million students in third- and fourth-grade classrooms, via a portion of Cover Concepts' authorized in-school network.

In Spring 2005, the second installment will be distributed to more than two million children. A short teacher's resource guide includes tips and classroom activity recommendations.

Source: Youth Markets Alert, Nov. 1<sup>st</sup> 2004

## Check out Marvel at B&N!

Check out your local Barnes & Noble for your favorite Marvel comics! Starting on November 15<sup>th</sup>, 15 comics and 5 trades will be available at select Barnes & Nobles stores across the country.

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## Marvel's 'New Avengers' Draws on Familiar Faces

Hoping to capitalize on the success of several popular comic-book films, including the Spider-Man and The X-Men franchises, Marvel Comics is revamping its Avengers comic book to feature heroes who successfully crossed over to the big screen.

Gone from the team are Wasp, Hank Pym and She-Hulk. New cast members include Spider-Man, Wolverine, Luke Cage, Spider-Woman and Sentry. A "mystery member" is also on the team, but he won't be identified for several issues. Suffice to say he's a Marvel favorite, a Hollywood hit, and the item in his hands is a big clue.

Source: The Herald Dispatch, October 31<sup>st</sup>, 2004

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## Marvel, American Marketing Enterprises Strike Deal

Marvel Enterprises, Inc. will consolidate certain sub-categories of its apparel licensing business with American Marketing Enterprises, Inc., a children's sleepwear maker. American Marketing has exclusive rights to produce and market sleepwear and loungewear, blanket sleepers, robes and convenience item holders for several premiere Marvel character franchises under the multi-year agreement.

## Marvel Enlists Top Talent, As Always

Many of the comic book writers coming on board with Marvel have won awards ranging from Pulitzer Prize, to Hugo & Nebula awards, to topping the New York Times Bestsellers list. In short, they are top talent.

Marvel would like to recognize these accomplished writers:

- Keith Giffen & Marc Dematteis (*Eisner Award*)
- Orson Scott Card (*Hugo & Nebula Awards*)
- Joss Whedon (*writer/director, Serenity, Firefly, Angel*)
- Bryan Singer (*director, X-Men 1&2, The Usual Suspects*)
- Alan Heinberg (*writer/producer, The O.C., Gilmore Girls, Sex And The City*)

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## Jakks Pacific's Spider-Man TV Games

Toymaker Jakks Pacific recently shipped its *Spider-Man TV Games* product to retailers. Malibu, Calif.-based Jakks Pacific's TV Games devices consist of a game controller that plugs directly into a TV and contain several embedded games. The \$20 Spider-Man unit includes five games featuring the Marvel Comics superhero.

