

DAILY



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The Home Depot Safety Heroes

On September 23rd, Bob Sabouni, Director of Custom Comics at Marvel, presented the original framed artwork for a Home Depot *Safety Heroes* poster created by Marvel to



Home Depot CEO Bob Nardelli at the Home Depot headquarters in Atlanta, Georgia. Also present were Alan Hoskins, CCO of Energizer, and Marvel artist Mark Brooks.

Marvel also created a custom comic with the poster titled "Marvel Heroes Salute The Home Depot Heroes".

EXTRA! EXTRA!

Did you know that Marvel Comics is over-delivering by 600K per month in the July-October 2004 time period vs. 2003? This is a bonus of nearly 20% per month for lucky advertisers. At the rate Marvel is going – rate base of 3.2MM last year, 3.4MM in 2005 -- soon it'll be 4MM!!

Highlights from

FREE COMIC BOOK DAY

One of the goals of Free Comic Book Day (FCBD) was to reach out to those individuals unfamiliar with the comics specialty market, not to mention a comic book shop. To remedy this, those behind Free Comic Book Day launched a massive promotional campaign that heralded the event and spread the good word of comics to potential readers everywhere. Well over 500,000 Marvel comics were given away free of charge.



Next FCBD will be held on May 7, 2005.

Marvel & Topics Entertainment Release 40 Years of the Amazing Spider-Man



TOPICS Entertainment announces the release on November 1st of the newest in its very successful line of classic Marvel Comics published in CD-ROM format.

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Show-And-Tell, NFL Style

The NFL re-introduced its "Take a Player to School" back-to-school marketing promotion in late July through mid-September.

There was an in-school promotion estimated to reach 1.7 million students. It included the use of book covers produced by Cover Concepts, Marvel's education arm.

One-half of the book covers, which were customized for each market, were used to promote the program, while the other half encouraged kids to participate in NFL-sponsored flag football events.

Marvel & Cover Concepts Pair Up to Distribute 2MM Comics to Kids!

In 2004, Cover Concepts, Marvel Enterprises, Inc.'s in-school resource division, distributed 2 million comic books and summer calendar/posters to libraries & schools across the nation.

The purpose of this program was to promote reading through a medium which children enjoy – comic books.

In September, 5 grand prize winners of the Marvel Summer Reading contest were chosen and given \$1,000 worth of cool Marvel merchandise each. Each contestant had to read 5 books and write an essay on their favorite book.



Marvel's "The Punisher" has Top-Selling Home Video Debut

THE PUNISHER, the hit theatrical film released on DVD and video by Lions Gate Home Entertainment reigned supreme among September's new DVD releases, selling nearly two million units in its first week.

Co-produced by Lions Gate Entertainment and Marvel Studios, THE PUNISHER is the eighth consecutive number one home video release for a film based on a Marvel Comics character. It is also the fastest-selling theatrical DVD release in Lions Gate history.

To drive sales for the release of The Punisher DVD, 1.75MM comic books were inserted in the DVD as an in-pack bonus. To add a collectable factor, an alternate cover was created and inserted randomly into 10,000 copies of the DVD.

He's Been Slicin' and Dicin' for 30 Years, Bub!

That's right, Marvel's Marquee Mutant -- WOLVERINE -- has been clawing through comic book history since his first appearance in 1974. Now celebrating his 30th year, Wolverine is as hot as ever, both in the pages of Marvel Comics and on the silver screen!



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Discovery Kids *Tutenstein*



Discovery Kids partnered with Marvel to create a custom piece featuring their popular Saturday morning cartoon, Tutenstein. Approximately 1.3MM comics were delivered to 3rd & 4th graders in four different markets.

Discovery Kids wanted to raise interest and increase awareness of the Tutenstein cartoon by leveraging Marvel's well known super heroes, Spider-Man and the X-Men, along with Tutenstein's characters.



Mega Bloks and Marvel enter into Multi-Tear Licensing Agreement

Construction toy manufacturer Mega Bloks Inc., which leads its category in innovation and product diversity, announced today that it has entered into a licensing deal with global character-based entertainment licensing leader Marvel Enterprises to create a comprehensive line of toy products featuring Marvel's ever-popular super hero franchises.

(Source: Yahoo Finance)

Activision in Development on *X-Men Legends* Sequel

Based on strong consumer response to its action role playing game X-Men Legends, Activision, Inc. announced on October 21st that the company is developing a sequel based on the ever-popular Marvel franchise with Raven Software.

"For 40 years Marvel's X-Men have captivated consumers worldwide and today the brand is stronger than ever," said Ron Doornink, CEO of Activision Publishing.

Spider-Man & Captain America at 2004 Playersrun Event

Held since 2003, the Playersrun is a 3,000-mile road rally and charity benefit with invited participants only. Among those in attendance were Spider-Man & Captain America.

