



MARVEL EXPANDS PRESENCE IN CONSUMER ELECTRONICS CATEGORY THROUGH DEAL WITH VTECH FOR ELECTRONIC LEARNING PRODUCTS

NEW YORK, NY, September 8, 2009 – Marvel Entertainment, Inc. a global character-based entertainment licensing company celebrating the 70th anniversary of its founding in 1939, is expanding its presence in the consumer electronics category through a new deal with VTech Electronics North America, LLC, the creator of the Electronic Learning Products category, for innovative products featuring Marvel's popular Super Heroes.

Paul Gitter, President of Consumer Products for North America, Marvel Entertainment, commented, "This new deal with VTech will help us reach a younger audience with products that make learning fun and entertaining. We are sure these innovative electronic learning products featuring our renowned Super Heroes will serve as a successful point of entry to the Marvel brand with this important demographic."

VTech has been awarded the rights to develop electronic learning toys (for ages 18 months - 4 years) and electronic learning aids (for ages 4 - 8 years) featuring several premier Marvel characters and sub brands, including Classic Spider-Man, Super Hero Squad and the Iron Man 2 feature film. Electronic learning toys can include children's laptop computers, audio players, telephones; Electronic learning aids can include children's laptop computers, PDAs, and handhelds.

All products will incorporate educational elements and attributes. The electronic learning toys are designed to teach basic ideas and concepts including shapes, colors, numbers, counting, alphabet, musical notes, songs, and animal sounds; Electronic learning aids are designed to teach more sophisticated curriculum based material including math, language, science and history.

About VTech

VTech, the creator of the Electronic Learning Products (ELP) category, is a world leader of age-appropriate learning toys. Since 1980, VTech has been developing high-quality, innovative, educational products for children from birth to preteen that deliver "smart play" through the combination of entertaining electronic formats and engaging, age-suitable content that help children learn while having fun.

About Marvel Entertainment

Marvel Entertainment, Inc. is one of the world's most prominent character-based entertainment companies, built on a proven library of over 5,000 characters featured in a variety of media over seventy years. Marvel utilizes its character franchises in licensing, entertainment (via Marvel Studios and Marvel Animation) and publishing (via Marvel Comics). Marvel's strategy is to leverage its franchises in a growing array of opportunities around the world, including feature films, consumer products, toys, video games, animated television, direct-to-DVD and online. For more information visit www.marvel.com.

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