

FOR IMMEDIATE RELEASE

CONTACT:
Tim Thompson - SVP Marketing
Imperial Toy
tim@imptoy.com

**Imperial Toy® announces multi-year licensing deal for
Bubbles, Sand Toys, Sprinklers and Novelty toys for top
Marvel Properties**

North Hills, CA, May 28, 2008 - Imperial Toy, a leading manufacturer of licensed and proprietary bubbles & novelties, and Marvel Entertainment, Inc., a global character-based entertainment licensing company, announced today a multi-year licensing deal. Imperial will launch an extensive line of seasonal and novelty products based on Marvel's most popular Super Heroes, including The Amazing Spider-Man, Marvel Heroes, The Hulk, and Iron Man. The new line will be launched in May to the retail Trade, and is available for most channels of distribution. Novelty product is available for shipment at once, and Seasonal products will be available in time for the spring 2009 season.

"Marvel's amazing Super Heroes and exceptional marketing make this a unique opportunity for us" said Peter Tiger, Co-President Imperial Toy®. Our strong price value, creativity and excellent distribution will yield exceptional results. We have already received strong interest from key trade partners.

About Imperial Toy®:

Founded in 1969 and headquartered in North Hills, CA, Imperial Toy® is a privately held toy manufacturer with a catalogue of some of America's best-selling toys. Additional

-CONT-

Imperial Toy® announces licensing deal with Marvel

2-2-2

facilities are in Memphis, San Diego, Hong Kong, and Tijuana, Mexico. The company has a wide distribution network which includes leading national stores such as Target, Wal-Mart, Walgreens, K-mart, Kay-Bee Toys, and Toys 'R Us. The company is the #1 manufacturer of bubbles and bubble toys in the world and the producer of toys for leading children's entertainment companies including Little Tikes®, Nickelodeon®, Hit Entertainment, Sanrio® and Universal®. For further information, call 818 536 6500 or visit www.imperialtoy.com.

About Marvel Entertainment, Inc.:

With a library of over 5,000 high-profile characters built over more than sixty years of comic book publishing, Marvel Entertainment, Inc. is one of the world's most prominent character-based entertainment companies. Marvel utilizes its character franchises in licensing, entertainment (via Marvel Studios) and publishing (via Marvel Comics), with emphasis on feature films, DVD, consumer products, video games, action figures and role-playing toys, television and promotions. Marvel's strategy is to leverage its franchises in a growing array of opportunities around the world. For more information visit www.marvel.com.

###