

FOR IMMEDIATE RELEASE

**MARVEL AND LEOMIL NV STRIKE MAJOR LICENSING AGREEMENT
TO CONSOLIDATE EUROPEAN FOOTWEAR BUSINESS**

**Leading Footwear Manufacturer and Distributor Obtains Exclusive Category Rights to
Develop and Market Products Featuring Marvel's Renowned Super Hero Universe**

New York, NY (June 6, 2008) -- Marvel Entertainment, Inc. (NYSE: MVL) and Leomil NV announced today that they have entered into an exclusive, multi-year licensing agreement that grants the leading international footwear company the exclusive category rights for Marvel branded shoes in Europe including Russia. The multi-million dollar licensing deal consolidates Marvel's European footwear business with a best in breed partner and encompasses all characters in the Marvel Universe for merchandise ranging from fashion, casual and sports shoe styles.

"As we continue to bolster the global licensing program for Marvel, we are focused on building relationships with the top players in major categories who have both the creative vision and marketing and retail clout to truly maximize the potential of our world renowned characters," said Simon Phillips, President, Marvel International and Head of Worldwide Animation and Video Games. Leomil NV truly impressed us with their vision for our brand in the European market. The company undoubtedly has one of the best pedigrees of anyone in the footwear industry and we feel their passion, creativity and retail and marketing strength will make them a strong foundation partner for our overall European licensing program."

Albert Milhado, CEO of Leomil NV added, "The Marvel brand and its iconic Super Hero characters are unparalleled in the entertainment industry. With a vision and goal of furthering our position in the licensed footwear category, it was pivotal in our minds to align ourselves with a character brand that would create instant buzz and heavy retail interest. By locking up the exclusive European rights to Marvel, we feel we have put ourselves in a position to solidify our leadership position for years to come and linked ourselves with a leading brand.

This agreement expands upon a running deal between Leomil NV and Marvel for the Spider-Man franchise. The success of that relationship helped lay the foundation for this larger,

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blockbuster deal. The new deal enables Leomil NV to create footwear based on both the classic comic book look of the Marvel characters, as well as develop lines inspired by upcoming Marvel feature films including: *Iron Man 2*, *Thor*, and *The Avengers*.

About Leomil NV

Leomil, active in licensing, is a full-service footwear and fashion marketing source for major retailers and brands in Europe. A long-standing experience in this field has made the company a specialist and European leader in the development and distribution of the whole article range covered by licensed products.

For more than years, Leomil Group has worked alongside its customers to provide dynamic product lines and exclusive licensing properties. The ongoing support of the key European retailers enables Leomil to continue to strive to be a leader in the European footwear and apparel licensing industry. Leomil is part of the Cortina group of which annual sales for the latest financial year were \$ 220 million.

About Marvel Entertainment, Inc.

Marvel Entertainment, Inc. is one of the world's most prominent character-based entertainment companies, boasting a library of over 5,000 characters featured in comics, television, film or interactive games over more than sixty years. Marvel utilizes its character franchises in licensing, entertainment (via Marvel Studios) and publishing (via Marvel Comics), with emphasis on feature films, television, DVD, consumer products, video games, action figures, role-playing toys 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.

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