



FOR IMMEDIATE RELEASE

**MARVEL ENTERTAINMENT AND SEGA
PARTNER TO CREATE CAPTAIN AMERICA,
THE INCREDIBLE HULK AND THOR VIDEO GAMES**

***Relationship between Companies Expands and Builds
on Previously Announced Iron Man Game***

New York, NY, April 18, 2007 – Marvel Entertainment, Inc. (NYSE: MVL), SEGA® Europe Ltd and SEGA® of America, Inc. have expanded their relationship to include the rights to develop and distribute games inspired by Marvel’s Hall-of-Fame franchises -- *Captain America*, *The Incredible Hulk* and *Thor*. Through the exclusive, multi-year global licensing agreement, SEGA will create titles for console, handheld and PC platforms based upon both the classic comic books and planned feature film adaptations of these world-renowned Super Heroes. The deal follows Marvel and SEGA’s announcement to create titles based on Super Hero favorite *Iron Man*, with both game and film slated to be released in Summer 2008.

“Video games are an ideal medium to showcase the appeal and excitement of our Super Hero franchises,” said David Maisel, Chairman, Marvel Studios. “SEGA is one of the industry’s most innovative game developers and we are thrilled to partner with them to bring *Captain America*, *The Incredible Hulk* and *Thor* to the video gaming arena. These franchises represent three of Marvel’s most popular characters and lend themselves to captivating game play. We have already seen SEGA’s passion for the Marvel Universe through the early development of the *Iron Man* video game, and we look forward to working closely with them over the next few years to maximize the potential of these franchises in the interactive entertainment space.”

Under the expanded agreement, SEGA will develop a title to be based on Marvel Studios' highly-anticipated *The Incredible Hulk* feature film. The film will return the larger-than-life Super Hero to the roots of the long-running comic series and television show with an all-new action-packed storyline directed by Louis Leterrier (*Transporter 2*, *Unleashed*). *The Incredible Hulk* video game will be released in the same timeframe as the film. Games based on *Captain America* and *Thor* will follow, though the timing of those feature film projects, currently in development, has not yet been determined.

“We are excited to broaden our partnership with Marvel, a recognised leader and innovator in the entertainment industry,” said Simon Jeffery, President and COO, SEGA of America. “As SEGA continues to create games that are built from the ground up to appeal to Western audiences it makes perfect sense to work with a powerhouse like Marvel. *Captain America*, *The Incredible Hulk* and *Thor* are icons that people are already familiar with and love, so our goal is to give gamers the ability to play out their fantasies by actually becoming these Super Heroes. Fans can now not only watch them in movies and read about them in comic books, but also literally control their actions through the video games we are creating. We look forward to bringing these icons to life like never before and putting the power in the hands of the fans.”

For further information on this title please visit [HREF="http://www.sega-press.com/"](http://www.sega-press.com/) for Europe and the SEGA FTP for America at: [HREF="http://segapr.segaamerica.com"](http://segapr.segaamerica.com).

About SEGA® Europe Ltd.

SEGA® Europe Ltd. is the European Distribution arm of Tokyo, Japan-based SEGA Corporation, and a worldwide leader in interactive entertainment both inside and outside the home. The company develops and distributes interactive entertainment software products for a variety of hardware platforms including PC, wireless devices, and those manufactured by Nintendo, Microsoft and Sony Computer Entertainment Europe. SEGA Europe’s web site is located at [HREF="http://www.sega-europe.com/"](http://www.sega-europe.com/)

About SEGA® of America, Inc.

SEGA® of America, Inc. is the American arm of Tokyo, Japan-based SEGA Corporation, a worldwide leader in interactive entertainment both inside and outside the home. The company develops, publishes and distributes interactive entertainment software products for a variety of hardware platforms including PC, wireless devices, and those manufactured by Nintendo, Microsoft and Sony Computer Entertainment Inc. SEGA of America’s web site is located at [HREF="http://www.sega.com/"](http://www.sega.com/).

About Marvel Entertainment, Inc.

With a library of over 5,000 characters, Marvel Entertainment, Inc. (NYSE: MVL) is one of the world's most prominent character-based entertainment companies. Marvel's operations are focused on utilizing its character franchises in licensing, entertainment, publishing and toys. Areas of emphasis include feature films, DVD/home video, consumer products, video games, action figures and role-playing toys, television and promotions. Rooted in the creative success of over sixty years of comic book publishing, Marvel's strategy is to leverage its character franchises in a growing array of opportunities around the world. For more information visit www.marvel.com.

Except for any historical information that they contain, the statements in this news release regarding Marvel's plans are forward-looking statements that are subject to certain risks and uncertainties, including unexpected delays in the production of the films mentioned in this news release or that Marvel may be delayed in meeting its lender's conditions for funding of those films. These and other risks and uncertainties are described in Marvel's filings with the Securities and Exchange Commission, including Marvel's Annual Reports on Form 10-K, Quarterly Reports on Form 10-Q and Current Reports on Form 8-K. Marvel assumes no obligation to publicly update or revise any forward-looking statements.

™ & ©: 2007 Marvel Entertainment, Inc. and subsidiaries, all rights reserved. Super Hero(es) is a co-owned registered trademark.

###