

Press Release

The Marvel Comics Collection by Chi WOW WOW Fights Pet Fashion Crime Worldwide

ALTADENA, Calif., January 31, 2009 – Chi WOW WOW™, an internationally known designer and manufacturer of pet apparel, announced that its Marvel Comics Collection will be available on retailer shelves worldwide.

Chi WOW WOW signed a licensing agreement with Marvel Entertainment, Inc. as a pet apparel and accessories licensee starting in 2007, to expand its already popular pet product lines, Chi WOW WOW Vintage and Signature Collections and IZZY GALORE. The company's products are already well known in Japanese and European markets.

Chi WOW WOW was awarded the rights to produce its product line for several premier Marvel character franchises, including Spider-Man, X-Men, Fantastic Four, The Incredible Hulk, Silver Surfer and Captain America. The initial product assortment includes pet t-shirts, tanks, reversible hooded sweatshirts (image below), jewelry, collars and beds.

Chi WOW WOW got its start making tees for dogs out of vintage and re-cycled clothing. The very first tee was made for her 4 lb. rescued Chihuahua, ELVIS, from a vintage 1970 Captain America t-shirt that the owner, Carolyn Paxton, still had in her possession from the age of 11. "Marvel fits very well into our image and brand recognition. We are known for our tomboyish and funky streetwear; how perfect to be putting the retro Super Heroes I loved as a kid, now on clothes for dogs", quoted Ms. Paxton.

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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), publishing (via Marvel Comics) and toys, with emphasis on feature films, home 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.

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