

## **Press Release**

# **Pet Apparel Designer Chi WOW WOW Teams Up With Marvel Entertainment to Fight Fashion Crime In The Dog Apparel World**

ALTADENA, Calif., April 23, 2007 – Chi WOW WOW™, a global-based designer and manufacturer of pet apparel, announced today that it has signed a licensing agreement with Marvel Entertainment, Inc. as a pet apparel and accessories licensee.

This announcement signifies an important expansion of Chi WOW WOW's pet apparel and carrier line, not only by joining forces with a Corporate "Super Hero", but also with an extension of its pet product lines, (Chi WOW WOW Vintage and Signature Collections and IZZY GALORE) into dog collars, leashes, beds and other pet accessories.

Pursuant to the new, multi-year license agreement, Chi WOW WOW has been 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. Their initial product assortment will include pet t-shirts, tanks, hooded sweatshirts, jackets, carriers, collars/leashes 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 since the age of 11. "We are so excited to commence our very first licensing agreement with Marvel, since Chi WOW WOW was born out of a love for a great Marvel character, Captain America," said Ms. Paxton. "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."

### **About Marvel Entertainment, Inc.**

With a library of over 5,000 characters, Marvel Entertainment, Inc. 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

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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](http://www.marvel.com).

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