



## **NEWSARAMA & NEW YORK COMIC CON SPONSOR *PLANET HULK* EVENT FEATURING AN EXCLUSIVE FIRST SCREENING OF THE UPCOMING ANIMATED FEATURE**

**In Association with Marvel Animation and Lionsgate Home Entertainment, The Paley Center for Media Will Host Top Film and Publishing Talent In Bicoastal Event in NYC and LA On January 14th, 2010**

**Norwalk, CT, December 22, 2009** -- New York Comic Con (NYCC) and Newsarama.com have today announced a bicoastal event to take place on January 14<sup>th</sup> 2010 at The Paley Center for Media in New York and in Los Angeles centered around Marvel Animation's critically lauded and top-selling *Planet Hulk* saga that originally debuted to comic book fans in 2006. The event will feature an exclusive first screening of the upcoming animated film of the same name from Lionsgate Home Entertainment and Marvel Animated Features as well as an opportunity to meet the talent behind both the popular comic book and the animated film during an evening that will also include limited-edition giveaways and creator signings.

*Planet Hulk* is the highly anticipated animated feature scheduled for DVD and Blu-Ray Disc release on February 2, 2010 that follows the Incredible Hulk as he's sent into exile on a strange alien world after being banished from Earth. But will he be the champion of this new planet? Or the destroyer of it?

Marvel Animation panelists include the forces behind the story and production plus the green-guy himself. On the West Coast, Supervising Director Frank Paur, Supervising Producer Josh Fine, and the writer of the screenplay Greg Johnson will be on hand to discuss bringing one of Marvel's most legendary tales to film. Rick D. Wasserman, the voice of the "Hulk," will be sharing his experience in bringing this iconic character to life. In New York, the panel will include President of Marvel Animation Eric Rollman who is responsible for all animated television and film

properties including: *Ultimate Avengers*, *The Invincible Iron Man*, *Dr. Strange*, *Hulk Vs.* and “Wolverine and the X-Men.”

Two of the architects behind the red-hot *Fall of The Hulks* Marvel Comics event, Jeph Loeb and Greg Pak, will attend the screenings to interact with fans and talk about major upcoming changes to the Hulk Family! For fans in LA, meet the Eisner-winning, Emmy-nominated Jeph Loeb as he reveals what’s in plan for the popular Red Hulk and talks about the shocking twists ahead for *Hulk*. Meanwhile, in NYC, fans can meet author Greg Pak, whose acclaimed work on the *Planet Hulk* comics inspired the animated feature!

Taking place at the Paley Center in both New York and Los Angeles, Newsarama and New York Comic Con will present *Planet Hulk* in its entirety at 6:30 PM local time, followed by panel discussions and signings with special guests at 8:00 PM. The NYC premiere will focus on the talent and creative process that first brought the *Planet Hulk* story to life in comics, while the LA event will showcase the cast and crew of the new *Planet Hulk* Animated Feature.

There are a limited number of tickets available to both the New York and Los Angeles *Planet Hulk* events. Tickets are free and will be distributed via Newsarama.com, NewYorkComicCon.com, and select comic book retailers beginning on December 23<sup>rd</sup>, timed to the comic book release of *Fall of the Hulks: Gamma*, the next legendary chapter for Marvel’s Incredible Hulk. Details about online and in-store ticket distribution will appear on Newsarama.com and NewYorkComicCon.com. Also, a limited number of free tickets will be available first come, first serve at paleycenter.org.

Fans should also keep their eyes on Newsarama.com and NewYorkComicCon.com for announcements including guest moderators, exclusive clips from the upcoming film, inside interviews with the panelists and more.

To view the *Planet Hulk* trailer, please go to:

[http://www.newsarama.com/common/media/video/player.php?videoRef=NA\\_091214\\_planet-hulk](http://www.newsarama.com/common/media/video/player.php?videoRef=NA_091214_planet-hulk)

For more information about the upcoming animated film, please go to:

<http://www.planethulkdvd.com>

**ABOUT NEWSARAMA:**

Newsarama.com provides comprehensive coverage and commentary of comics and genre-related entertainment. It won the 2008 Eisner Award for Best Comics-Related Periodical/Journalism. *Entertainment Weekly* included Newsarama in its list of "100 Greatest Websites," and the American Library Association lists it as a research resource in the field of comics. Newsarama is part of TechMediaNetwork, a network of technology and entertainment sites, which include TopTenREVIEWS.com, SPACE.com and LiveScience.com.

**ABOUT NEW YORK COMIC CON:**

New York Comic Con is the East Coast's biggest and most exciting popular culture event. An enormous show floor plays host to top entertainment industry leaders showcasing the latest and greatest in comics, graphic novels, anime, manga, video games, toys, movies, television, and more. New York Comic Con gives attendees access to top entertainment industry talent, panels, and autograph sessions as well as sneak peaks and at upcoming television shows and motion pictures. And with dedicated professional hours, New York Comic Con is a market, bringing together the major players in the worlds of comics, film, and television. New York Comic Con is the biggest popular culture event on the East Coast and the only one that puts attendees and professionals in the core of pop culture, media, and licensing in the most exciting city in the US -- the birth place of comics -- Gotham City. Further information can be found at [www.newyorkcomiccon.com](http://www.newyorkcomiccon.com). The next New York Comic Con is October 8-10, 2010 at the Jacob Javits Center.

**ABOUT LIONSGATE:**

Lionsgate (NYSE: LGF) is the leading next generation studio with a strong and diversified presence in the production and distribution of motion pictures, television programming, home entertainment, family entertainment, video-on-demand and digitally delivered content. The Company has built a strong television presence in production of prime time cable and broadcast network series, distribution and syndication of programming through Debmar-Mercury and an array of channel platform assets. Its most recent release, PRECIOUS, has already generated remarkable per screen averages at the box office in limited release and expanded to 629 screens on November 20. The Company's home entertainment business has grown to more than 7% market share and is an industry leader in its box office-to-DVD revenue conversion rate. Lionsgate handles a prestigious and prolific library of approximately 12,000 motion picture and television titles that is an important source of recurring revenue and serves as the foundation for the growth of the Company's core businesses. The Lionsgate brand remains synonymous with original, daring, quality entertainment in markets around the world.

**ABOUT MARVEL ENTERTAINMENT, INC.**

Marvel Entertainment, Inc. is one of the world's most prominent character-based entertainment companies, built on a proven library of over 5,000 characters featured in a variety of media over seventy years. Marvel utilizes its character franchises in licensing, entertainment (via Marvel Studios and Marvel Animation) and publishing (via Marvel Comics). Marvel's strategy is to leverage its franchises in a growing array of opportunities around the world, including feature films, consumer products, toys, video games, animated television, direct-to-DVD and online.

**ABOUT THE PALEY CENTER FOR MEDIA:**

The Paley Center for Media, with locations in New York and Los Angeles, leads the discussion about the cultural, creative, and social significance of television, radio, and emerging platforms for the professional community and media-interested public. Drawing upon its curatorial expertise, an international collection, and close relationships with the leaders of the media community, the Paley Center examines the intersections between media and society. The general public can access the collection and participate in programs that explore and celebrate the creativity, the innovations, the personalities, and the leaders who are shaping media. Through the global programs of its Media Council and International Council, the Paley Center also serves as a neutral setting where media professionals can engage in discussion and debate about the evolving media landscape. Previously known as The Museum of Television & Radio, the Paley Center was founded in 1976 by William S. Paley, a pioneering innovator in the industry. For more information, please visit [www.paleycenter.org](http://www.paleycenter.org).

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For NY Comic Con, please contact:  
Roger Bilheimer  
203-966-0792  
[bilheim@aol.com](mailto:bilheim@aol.com)

For Newsarama, please contact:  
Mark Fredrickson, APR  
801-452-7654  
[markf@toptenreviews.com](mailto:markf@toptenreviews.com)

For Lionsgate Home Entertainment please contact:  
JP Shields  
Bender/Helper Impact

For Marvel Comics, please contact:  
Ann Hinshaw  
Dan Klores Communications

212-689-6360  
[jp\\_shields@bhimfct.com](mailto:jp_shields@bhimfct.com)

For The Paley Center for Media (NY), please contact:  
Carrie Oman  
212.621.6785  
[coman@paleycenter.org](mailto:coman@paleycenter.org)

Ph: 212-981-5160 Fx: 212-981-5360  
[ann\\_hinshaw@dkcnews.com](mailto:ann_hinshaw@dkcnews.com)

For Paley Center for Media (LA), please contact:  
Terry Lynn Ebright  
310.786.1042  
[tebright@paleycenter.org](mailto:tebright@paleycenter.org)