



# Press Release

**For Immediate Release**

*On Sale 16th April 2008*



MMC are pleased to launch



## Marvel Heroes

ON SALE	16/04/2008
PRICE	£0.99 and £3.99
FREQUENCY	One Shot
DISTRIBUTOR	MMC
DISPLAY WITH	Other collectables, including High School Musical and Match Attax.

With the success of BRATZ, WWE and YU GI OH Lamin cards, EDIBAS are pleased to announce the launch of MARVEL HEROES albums and Lamin cards that are distributed by MMC.

MARVEL HEROES are a long established, well recognised and highly collectable brand. MARVEL HEROES albums and Lamin cards will appeal to boys aged between 5 and 14 years old who are interested in Super Hero films and Marvel Comic Books.

The new collection of MARVEL HEROES Lamin cards will include all the favourite characters including Wolverine, Captain America, The Silver Surfer and more.

MARVEL HEROES Lamin cards are in the original, unbreakable format and will be priced at 99p for 5 cards. The album will be priced at £3.99 and will contain one pack of cards. There are 150 Lamin cards to collect, play and trade.

Along with a national TV advertising campaign targeted effectively during high profile children's television programmes, MARVEL HEROES will be cover mounted on top children's magazines. MARVEL HEROES goes on sale 16th April 2008.

ENDS

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