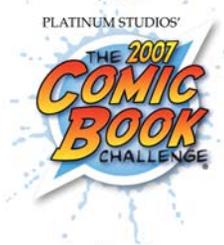


The Comic Book Challenge

THE CHALLENGE

Platinum Studios' Comic Book Challenge (www.ComicBookChallenge.com) invites aspiring creators to submit original comic book concepts in a head-to-head bid for a multimedia development and publishing deal. The contract includes multi-platform distribution as well as the creation of a licensing and merchandising program.



The contest represents a rare opportunity for newcomers to gain entry into a fiercely competitive segment of the entertainment industry. Last year's Comic Book Challenge winner, D.J. Coffman, has earned fan accolades and winning reviews for the sold-out debut of his graphic novel "Hero By Night." The story centers on Jack King, a young man who discovers the secret lair of a 1950's superhero in his new apartment building and must decide whether to use the hero's source of power to become a superhero himself.

Sponsors

- **AT&T Universal Card:** Three-screen sponsorship support from AT&T Universal Card will enable AT&T to distribute video-on-demand clips featuring the contest entrants across its wireless and TV screens through AT&T U-verseSM TV, AT&T Homezone and MobiTV on Mobility services. AT&T Universal Card also will sponsor banner advertisements on the *blue room* site.

Corporate Support

- **Platinum Studios:** Platinum Studios owns the world's largest library of comic characters — more than 3,800 — which have appeared in more than 1 billion comic books and have been included in film and entertainment deals with Disney, MGM, Sony, Universal, DreamWorks, Warner Brothers, Lions Gate, NBC and Showtime.
- **AT&T:** Visitors to the AT&T *blue room* (www.attblueroom.com) can watch videos featuring the comic creators and their entries, and cast their ballots for their favorite new comic book idea. AT&T will make supplemental contest content available regularly on the *blue room* through the end of September, including video back-stories, judges' feedback, and additional commentary and interviews. The content is being directed, written and produced by AT&T's expanding in-house creative group.

Contest Milestones

- **May** – Submissions for new comic book concepts accepted. Field is narrowed to the top 50.
- **June** – Top 50 entrants announced on the AT&T *blue room*.
- **July** – Top 50 entrants convene in San Diego near the 2007 International San Diego Comic-Con to pitch their ideas to a panel of industry and Hollywood insiders comprised of John H. Williams, producer for the "Shrek" film series; actor Donald Faison of hit TV program "Scrubs"; and Scott Mitchell Rosenberg, chairman of Platinum Studios. The top 10 semi-finalists are selected after the judges deliberate.
- **August 1** – Top 10 semi-finalists announced on the AT&T *blue room* and contest is opened to public vote. Through Aug. 25, fans can check out videos of the comic creators and their entries, and cast an online vote for their favorite new comic book idea. Votes through Aug. 13 will whittle the field to three finalists, and subsequent votes through Aug. 25 will determine the winner of the development and publishing deal. Fans can vote more than once for their top comic book picks.
- **Late August** – The winner of the 2007 Comic Book Challenge will be formally announced in late August, and the winner's comic book or graphic novel will be published and premiered at a major Wizard World convention in 2008.