

-License Agreement by Marvel and Sobee (Part of Turk Telekom Group)

ISTANBUL (A.A) - 21.04.2010 - Marvel Characters B.V.'s legendary hero "Iron Man" and Turk Telekom's local hero "Super Can" will sign "license agreement" in the name of their companies on April 23.

Making a written statement, Marvel Entertainment Company Consumer Products Group Global President Simon Philips said that Marvel's legendary hero "Iron Man" will come to Turkey on April 22 for the license agreement to be concluded between Turk Telekom group company Sobee and Paimotion Entertainment Inc. having the license rights of Marvel Characters B.V. and Marvel.

Philips said that "Iron Man" and Turk Telekom's local hero "Super Can" will sign a license agreement in the name of their companies on April 23.

Emphasizing that the signature date of this agreement has a historical importance, Philips said that they are pleased to allocate the legendary heroes of Marvel to this day that is totally devoted to children and is internationally approved.

Turk Telekom Group technology company Sobee's Director General Mevlut Dinc also said that they are pleased to sign such an agreement within the framework of Marvel License Agreement on April 23 which is given to world children.

Dinc said that April 23 events to be celebrated together with the world's most favorite super heroes will be the first example of these collaborations.

"Iron Man", who will participate in the march-past to be organized in Bagdat Street as a result of April 23 National Sovereignty and Children's Festival, will greet its thousands of fans.

Following the show, "Iron Man" and "Super Can" will go to Turk Telekom gallery and sign the license agreement in the name of their companies.

-CONTENT OF THE AGREEMENT-

The agreement includes a global and comprehensive license agreement covering short length animation films, online games, computer games, mobile applications, some commercial rights and web sites addressing children.

Within the scope of the agreement, super heroes like "Spider-Man", "Iron Man" and "Hulk" developed by Marvel will be adopted for Turkey and translated into Turkish. Products cover Marvel's short length animation films, TV serials and games to be accessed over internet and mobile phones.

Moreover, Turk Telekom will be able to open mini stores to sell Marvel products in stores and web sites.

Within the framework of the cooperation, Sobee will translate Marvel's web site addressing children into Turkish and will have the right to develop and broadcast animations by using the most popular heroes of Marvel. Moreover, new flash games will also be developed by using Sobee-Marvel characters.