

NEWS RELEASE

Toronto, Ontario
November 17, 2005

Ontario Science Centre (OSC) and **Yellowbrick-Holman Exhibitions Inc. (YB-H)** of Toronto have retained **OptiCom Marketing Group Ltd.** of Oakville to develop retail and merchandising strategy for the Marvel® Super Heroes™ Science Exhibition. The traveling 5-year exhibition, using the tagline "Live the Comics. Live the Science", has been developed and build by **OSC** and **YB-H**. The 5 month long exhibition opened at the California Science Center in Los Angeles on March 26, 2006 and will travel to Toronto, Ontario in the fall of 2006. OptiCom's engagement includes the development and management of the Iron Man and the Marvel Comic Cover photo opportunities, as part of the overall exhibition experience. In addition, OptiCom will provide creative and production counsel for the development of exhibition exclusive merchandise. Retail space environment, part of the traveling exhibition, will carry variety of Marvel products including the exhibition exclusive merchandise. The aim of the Exhibition is to illustrate the connection between Marvel Super Heroes and science in an enjoyable, family oriented environment. According to Heather Farnworth, Associate Director, International Sales at OSC, the Exhibition "will immerse visitors in the sites, sounds and sensations of the comic world and allow them to discover how Super Heroes incorporate science into their epic adventures. Our talented team has the knowledge and experience to provide a fascinating look into the Marvel Super Heroes universe that everyone will enjoy".