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Stan Lee to Receive the Visual Effects Society (VES) 2012 Lifetime Achievement Award

Los Angeles, October 18, 2011 - Comic book publisher and entrepreneur Stan Lee has been selected by the VES Board of Directors as the recipient of the VES 2012 Lifetime Achievement Award. The award will be presented at the 10th Annual VES Awards, which will be held at the Beverly Hilton Hotel in Beverly Hills on February 7, 2012.

The VES Lifetime Achievement Award honors individuals whose *“lifetime body of work has made a significant and lasting contribution to the art and/or science of the visual effects industry by way of artistry, invention and/or groundbreaking work.”* Stan Lee is known to millions as the man whose Super Heroes propelled Marvel Comics to its preeminent position in the comic book industry. His famous co-creations include *Spider-Man™*, *The Incredible Hulk™*, *X-Men™*, *The Fantastic Four™*, *Iron Man™*, *Daredevil™*, *The Avengers™*, *Silver Surfer™* and *Dr. Strange™*, among many others. Lee first became publisher of Marvel Comics in 1972 and is presently the Chairman Emeritus of Marvel Enterprises, Inc. and a member of the Editorial Board of Marvel Comics. In 1977, he introduced *Spider-Man* as a syndicated newspaper strip that went on to become the most successful of all syndicated adventure strips. *Spider-Man* now appears in more than 500 newspapers worldwide -- making it the longest running of all Super Hero strips. Lee founded, and is currently Chief Creative Officer, of POW! Entertainment, where he continues to write and create new characters.

“Stan Lee’s imagination has created a completely original and profitable niche in the entertainment world and has allowed visual effects to flex its muscle in service to it!” said VES Chair Jeffrey A. Okun. “Thanks to Mr. Lee’s fantastic creations and amazing stories he not only created a future filled with gadgets and inventions that we aspire to create for real – but all while inspiring the minds and imaginations of storytellers, visual effects artists and computer wizards everywhere,” added Okun.

“As a writer there is nothing more rewarding than to see your creations brought to life on the screen and I am indebted to all of the incredibly talented artists who have contributed to my projects,” said Lee. “Visual effects have played a pivotal role in the ongoing

success of Marvel's characters and allowed fans to experience their stories in an entirely new way. It is truly a great honor to receive this award from the Visual Effects Society.”

Without question, Stan 'the Man' Lee has exerted more influence over the comic book industry than anyone in history. He created or co-created 90 percent of Marvel's recognized characters, which have been successfully licensed and marketed since 1965. The numbers are staggering -- more than 2 billion of his comic books have been published in 75 countries and in 25 languages.

In 1981 Stan Lee transformed his *Spider-Man* and *Hulk* creations into Saturday morning and syndicated television cartoons. When Marvel Comics and Marvel Productions were acquired by New World Entertainment in 1986, Stan's horizons expanded even further, giving him the opportunity to become more deeply involved in the creation and development of filmed projects for both the big and small screen. He supervised such diverse animated series as *X-Men*, *Spider-Man* and *The Hulk*. To date, Stan's characters have populated over 24 separate television series, all of which continue in syndication around the world.

In 2001, Stan founded POW! Entertainment, Inc. (OTCQB: POWN), a multi-media entertainment company, where he is creating a myriad of new characters, stories and franchises for traditional and emerging media.

Previous recipients of the VES Lifetime Achievement Award are

- George Lucas (2004)
- Robert Zemeckis (2005)
- Dennis Muren (2007)
- Steven Spielberg (2008)
- Kathleen Kennedy & Frank Marshall (2009)
- James Cameron (2010)
- Ray Harryhausen (2011).

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About the VES

VES is a professional, honorary society, dedicated to advancing the arts, sciences, and applications of visual effects and to upholding the highest uniform standards and procedures for the visual effects profession.

VES is the entertainment industry's only official organization representing the extended community of visual effects practitioners including supervisors, artists, producers, technology developers, educators and studio executives. Its 2,300 plus global members contribute to all areas of entertainment from film, television and commercials to music videos, games and new media. VES strives to enrich and educate its members and the entertainment community at large through many domestic and international events, screenings and programs.

About POW! (Purveyors of Wonder) Entertainment

POW! Entertainment, Inc. (OTCQB: POWN), a multi-media and entertainment company, was founded by noted comic book and entertainment figure Stan Lee, together with award-winning producer Gill Champion and intellectual property specialist Arthur Lieberman. POW!'s principals have extensive backgrounds in the entertainment industry

encompassing the creation, production and licensing of original intellectual properties, including some of the most successful entertainment franchises of all time. POW! is capitalizing on this combined expertise, specializing in creating and developing both the legacy and digital media components of the entertainment industry. This includes animation and live-action feature films, plus television, DVDs, multi-media, merchandising and related ancillary markets, all of which contribute to global expansion. POW! partners with other individuals and entities of entertainment's top echelon, including studios and networks in the creation, licensing and distribution of new POW! character franchises. www.powentertainment.com.