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FOR IMMEDIATE RELEASE

Spider-Man™ Spins His Web Over Tonner Character Figures

Hurley, NY (April 30, 2007) – Limited Edition TONNER CHARACTER FIGURES™ of Spider-Man™ and Peter Parker, sculpted in the likeness of Tobey Maguire, will spin their way onto retail store shelves early this summer, just in time for the highly anticipated release of Columbia Pictures' *Spider-Man™ 3* on May 4.

Spider-Man and Peter Parker are the first of many TONNER CHARACTER FIGURES™ (TCF's™) based on *Spider-Man 3*. The *Spider-Man 3* character figure series will feature Spider-Man in his costume and his alter ego, Peter Parker, as well as other key characters. "We are thrilled to have the privilege to not only replicate the extraordinary costumes from *Spider-Man 3*, but to also sculpt the TONNER CHARACTER FIGURES™ based on the actual actors, who bring these beloved roles to life on screen," Robert Tonner, CEO and head designer of the award-winning Tonner Company said.

The limited edition TONNER CHARACTER FIGURES™ are approximately 17" tall with multiple articulated joints for expressive movement and mobility. In keeping with the fine detail and high-end quality of Tonner's other popular product lines, TONNER CHARACTER FIGURES™ will feature hand-detailed face painting, rooted hair; and authentic costuming.

"Tonner Character Figures™ (TCF's™) are not fashion dolls or conventional action figures, but a new type of hybrid," explains Tonner. "I wanted to take a different approach to the category by working large scale, with more detail, removable clothing, and offering separately available costumes and accessories. I believe a new classification is appropriate--hence the TCF™ concept."

Tonner debuted the *Spider-Man 3* series at Toy Fair on February 11. TCF's based on the *Spider-Man 3* movie will be sold at www.tonnerdirect.com and gift and toy specialty retailers nationwide, including FAO Schwarz, beginning this summer. The suggested

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retail price range is around \$150.00 for dressed TCFs. Additional clothing will also be available, as will character variations in strictly limited edition releases.

Headquartered in Hurley, New York, the Tonner Doll Company, Inc. develops and markets high quality collectible dolls like Betsy McCall®, Mary Engelbreit®, Effanbee® Dolls, and the popular Tyler Wentworth® line of dolls and fashions.

For more information, product samples, or interviews, please contact:
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About Spider-Man™ 3

Columbia Pictures' *Spider-Man™ 3* reunites the cast and filmmakers from the first two blockbuster adventures for a web of excitement that will transport worldwide audiences to thrilling new heights on May 4, 2007.

In *Spider-Man™ 3*, based on the legendary Marvel Comics series, Peter Parker has finally managed to strike a balance between his devotion to M.J. and his duties as a superhero. But there is a storm brewing on the horizon. When his Spider-Man suit suddenly changes, turning jet-black and enhancing his powers, it transforms Peter as well. Under the influence of the suit, Peter becomes prideful and overconfident and he begins to neglect the ones he cares about the most. As two of the most-feared villains yet, Sandman and Venom, gather unparalleled power and a thirst for retribution, Peter's greatest battle is the one within himself. Spider-Man will need to rediscover the compassion that makes him who he is: a hero.

Columbia Pictures Presents A Marvel Studios/Laura Ziskin Production *Spider-Man™ 3* starring Tobey Maguire, Kirsten Dunst, James Franco, Thomas Haden Church, Topher Grace, Bryce Dallas Howard, James Cromwell, Rosemary Harris, and J.K. Simmons. The film is directed by Sam Raimi. The screenplay is by Sam Raimi & Ivan Raimi and Alvin Sargent and the screen story by Sam Raimi & Ivan Raimi and based on the Marvel Comic Book by Stan Lee and Steve Ditko. The producers are Laura Ziskin, Avi Arad, and Grant Curtis. The executive producers are Stan Lee, Kevin Feige, and Joseph M. Caracciolo.

About Columbia Pictures

Columbia Pictures, part of the Columbia TriStar Motion Picture Group, is a Sony Pictures Entertainment company. Sony Pictures Entertainment (SPE) is a subsidiary of Sony Corporation of America (SCA), a subsidiary of Tokyo-based Sony Corporation. SPE's global operations encompass motion picture production and distribution; television production and distribution; digital content creation and distribution; worldwide channel investments; home entertainment acquisition and distribution; operation of studio facilities; development of new entertainment products, services and technologies; and distribution of filmed entertainment in 67 countries. Sony Pictures Entertainment can be found on the World Wide Web at <http://www.sonypictures.com>.

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About Spider-Man Merchandising L.P.

Spider-Man Merchandising, LP, the limited partnership comprised of Marvel Entertainment, Inc. and Sony Pictures Consumer Products Inc., oversees the licensing and merchandising for the Columbia Pictures and Marvel Entertainment Spider-Man™ feature films. The Spider-Man™ feature films are all based on the Marvel character.

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