



The First and Best Super Hero



Red cape swooshing in to save the day! Action so intense it fills the universe! For over 60 years Superman has protected Metropolis and the world from the worst evil imaginable, but it's his own unparalleled heroism that captures our devotion and sets Superman apart from the rest. We love him for his compassion, we love him for his power, but most of all we love him because he is the first and the best super hero!

He is the ultimate super hero who chose to protect the earth. He is the embodiment of truth, justice, honesty, integrity and the power of imagination. He is aspirational, a role model to all, a global icon.

Soaring to New Heights

Media Drivers:

- Live TV action drama, Smallville airs in markets around the world.
- 91 action-packed episodes of the TV animation series, Justice League Unlimited featuring Superman and other famous DC Super Heroes, air on various outlets around the world.
- Superman rides are the number one theme park rides on the planet.
- 8 Superman comic book titles are published monthly by DC Comics.
- Superman is featured in 10 monthly comic titles from DC Comics, reaching millions of readers each month worldwide in 25 languages in over 40 countries
- Warner Entertainment to release multiple DVD titles and box sets including Smallville, Lois and Clark and Superman animated compilations.
- With four hit movies already released, Superman returned to the big screen in 2006 with Superman Returns.

Target Audience:

Primary: Boys 3-11

Secondary: Older Boys/Young Men 12-34

Lead categories: Apparel, Accessories, Housewares, Stationery, Toys and Games



SUPERMAN, JUSTICE LEAGUE, SMALLVILLE and all related characters and elements are trademarks of and © DC Comics. (s07)

