



**FOR
IMMEDIATE
RELEASE!**

MARVEL COMICS GROUP
A Division Of CADENCE INDUSTRIES CORPORATION

CONTACT: NANCY ALLEN
MARVEL COMICS GROUP **STAN LEE BIOGRAPHY**
575 MADISON AVENUE
NEW YORK, N.Y. 10022
212-838-7900

Although he is surrounded by a horde of characters who speak from balloons over their heads, Marvel Comics Group publisher Stan Lee has his feet firmly on the ground. Comic books, whose total volume is approaching 200 million annually, are big business, and Lee is in no small measure responsible for their success.

He joined Marvel Comics' predecessor, Timely Comics, in 1939 as a copywriter and assistant to the editor. Shortly thereafter, a change in management took place and Lee was asked by the publisher to serve as editor and art director until an older man could take over the assignment (he was seventeen at the time). As it turned out, Lee's temporary position became permanent, and he remained as executive editor and art director—as well as head writer—for nearly three decades.

During that time, Lee wrote no fewer than two complete comic books per week, which may well be the largest amount of published work ever created by a single writer. As if this prodigious output weren't sufficient, Lee also wrote newspaper features, radio scripts, special magazines, television scripts and screenplays.

His career at Marvel was interrupted by service with the U.S. Signal Corps during World War II. One of the only nine men in the U.S. Army to be given the military classification "playwright," he was a specialist in the creation of training films, film scripts, 2nd instructional texts and manuals.

In 1960, Stan Lee ushered in the so-called Marvel Age of Comics, creating such now-legendary characters of Comickdom as Spider-Man, The Hulk, the Fantastic Four, the Silver Surfer, Dr. Strange, and many others. He also

(more)

breathed new life into some faltering old favorites—Captain Marvel, Captain America and the Sub-Mariner among them.

But most importantly, Lee revolutionized the comic book industry by introducing a new type of theme: Superhero tales which were both realistic and relevant. This is the genre of comic book character which still has the greatest appeal today—a mythological product of the imagination that is bigger than life, yet has some human flaws; a being that lets the reader both fantasize and empathize.

Lee was named publisher of Marvel Comics in January, 1972, and since that time, under his direction, Marvel has become the largest, best-selling comic book company in the world. Readership is also worldwide, with translated copies selling at newsstands from Europe to the Far East.

Contrary to popular opinion, the demography of comic book readership extends well beyond the pre-teen age group. It's estimated that at least 25% of Marvel Comics readers are 16 and over. Each year, Lee lectures on comics to enthusiastic audiences at such colleges and universities as Yale, Princeton, N.Y.U., Harvard and Temple. In addition, he has conducted seminars on communicating with teenagers at a number of leading advertising agencies, including J. Walter Thompson and Young & Rubicam.

Busy as he is, Stan Lee finds time for a number of other activities. He organized and was the first president of ACBA, the Academy of Comic Book Arts. He's a long-time member of the Academy of TV Arts and Sciences and the National Cartoonists Society. He's written screenplays with such current directors as Alain Resnais. He is the author of the best-selling *Origins of Marvel Comics*, published in 1974 by Simon & Schuster. And he has produced, in partnership with the Children's Television Workshop "Electric Company," a special comic book for youngsters with reading problems, called *Spidey Super Stories*. Marvel's Spider-Man character has also been a regular on "Electric Company" programs.

As for the future, a new series of publishing projects is under way, along with a full-length feature film of Spider-Man, with Lee serving as associate producer. Incredible! Fantastic! Bigger than life! That's Stan Lee.

#