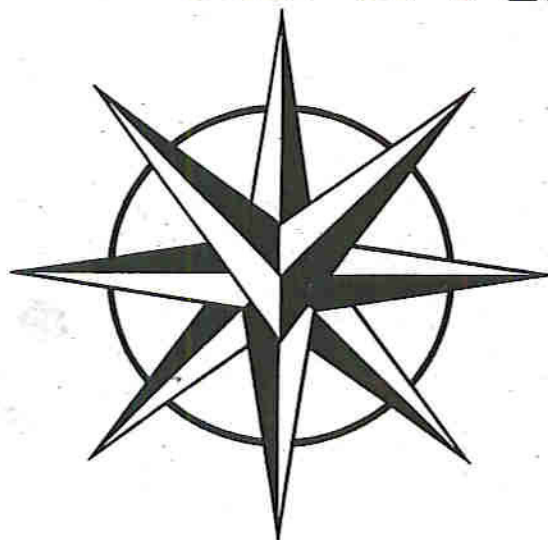


VOYAGER COMMUNICATIONS INC.

VALIANT MARKETING PLAN - '93

May to November 1993

VALIANT®



© 1993 Voyager Communications Inc.

VALIANT.



SEP NO. 1

\$2.50 ~~\$3.15~~

SECRET WEAPONS



NEW TITLES

Secret Weapons #1 - June

- Story and Pencils by Joe St. Pierre (early Rai), Inks by Bob Wiacek.
- Storyline - The VALIANT universe heroes come together in different combinations every month to provide action, adventure and a continuing cohesiveness to the VALIANT line. Geoff the Geomancer, Livewire, and Stronghold form the regular cast in this on-going monthly series that will showcase different characters with each storyline, as well as introducing new characters to the VALIANT universe.

The Second Life of Dr. Mirage #1 - August

- Written and created by Bob Layton.
- Pencils - Bernard Chang.
- Inks - Ken Branch.
- Color - Maurice Fontenot
- Storyline - Dr. Mirage is the antithesis to Master Darque, one of the VALIANT Universe's most malevolent (and popular) super-villians. Written by Bob Layton and featuring new artist, Bernard Chang, Dr. Mirage is a book about the romantic relationship between Mirage and his wife Carmen and their battle against the dark powers.

????? - November

In August, VALIANT will announce a major new title to be added to its line-up in November.



1993 Plan Summary (cont.)

• CURRENT TITLES -

Archer & ArmstrongTM

Having retrieved Armstrong's pouch, the pair decide to settle down for a while, giving the wild California lifestyle a try. It may be too wild for either of them. As they try to adapt to their strange new surroundings, Armstrong takes it upon himself to teach Archer all about the facts of life, whether Archer wants to know them or not. To further his education, Armstrong takes Archer on a little side trip to Las Vegas, but the pair find themselves pawns of two rival branches of the Sect. Mike Baron takes over as regular writer on the series with issue #13, and promises to keep the playful, "buddy-buddy" nature of the book intact, while adding more action and adventure to the mix.

BloodshotTM

Working for Neville's organization throws Bloodshot into the fire more than ever. With Ninjak's help, he is able to uncover the mystery behind a series of airline disasters. Things become personal when INLA terrorists kidnap Malcolm to get at a weakened Bloodshot, whose powers have been nullified by a computer virus. Next, Bloodshot must help Neville's daughter Jillian smash a white slavery ring in the Orient, bringing the two closer together. Then Bloodshot's nemesis, the Iwatsu Corporation, comes after him with new and improved "Speedshots" in a storyline that crosses over with Secret Weapons #3.

Eternal WarriorTM

Having survived his "death" in Eternal Warrior #4, Caldane now has the means to "acquire" a more permanent host body for his spirit - that of the Eternal Warrior himself. With Caldane possessing him, Gil becomes "The Eternal Enemy," striking at those nearest and dearest to Gilad. Guest star Bloodshot is forced to hunt down Gil to end the Eternal Enemy's reign of terror. Gilad tries to take some time off, but there seems to be evil even in the most innocuous of settings. Realizing this proliferation of evil is somehow tied into Master Darque's machinations, Gil sets out on a personal crusade to rid the world of Darque and his minions.

Harbinger™

Pete finds himself trapped in the Middle East, given an ultimatum - boost Kaliph's powers to their limits or perish. Not wanting another madman set loose on the world, Pete bides his time until he and Stunner can escape. Returning to the States, Pete tries to make peace with the only man he ever really feared - his alcoholic father. While Pete tries to recover from the illness that has been sapping his strength, Kris and the others take some well deserved R & R at Coney Island, running into two old friends - Archer and Armstrong. Back on his feet, Pete must fight his teammates, who are being controlled by some unknown force. This leads up to a two-part storyline in issues #24-25 where Sting must face Harada's entire Eggbreaker contingent. It ends with an all-out confrontation between Pete and Harada that will change the direction of the Harbinger title forever.

H.A.R.D. Corps™

With the new members now in place, the team is sent to South America to stop a dinosaur invasion, with the help of guest star Turok. Returning to base, the team is hard pressed to stop the rampage of a new villain called "the Otherman," who devastates the ranks of H.A.R.D. Corps. Now at their weakest in some time, the team is rocked by the death of one of its members under mysterious circumstances.

Magnus Robot Fighter™

The war against the Malevs continues to go badly for Magnus. The remnants of humanity continue to be pushed back, and the few victories Magnus has secured always come at a terrible cost. Lazlo Noel returns to fight the Malevs, hoping to destroy North Am's weather control center and unleash the fury of Mother Nature on the invaders. Noel is captured by Mekman, the Emperor's new vizier, and Magnus is forced to leave North Am. Coming across the Malevs' work camp, Magnus is able to free the captives, then works to find a safe haven for them. The Malev Emperor begins the conquest of South Am, with Magnus helping a native warrior tribe defend the South American rain-forests.

VALIANT.



SEP NO. 17

\$2.50 CAN
\$2.15

FEATURING

Archer &
Armstrong

SHADOW





Solar Man of the Atom © 1993 Western Publishing Company, Inc. & Voyager Communications Inc.
& TM Western Publishing Company, Inc. Doctor Eclipse © 1993 & TM Voyager Communications Inc.

1993 Plan Summary (cont.)

Rai and the Future Force™

Rai and the remnants of his team battle slaver-pirates preying on the survivors of Japan in the South China Sea. Spylocke leads the group to Africa, still free of the Malevs' influence, but political intrigue threatens to claim Rai's life. The group must rush to South Am to help Magnus hold back the Malevs' onslaught.

Shadowman™

Jack finishes up his road tour in New York, finding big trouble in the Big Apple. He must return to New Orleans to help Nettie when an old acquaintance and his new partner - Archer and Armstrong - appear on the scene. Jack learns more about the secrets of the Shadowman. Aerosmith and lead singer Steven Tyler guest stars in Shadowman #19 as they team-up against the power of Master Darque on a truly musical mystery tour.

Solar, Man of the Atom™

Solar confronts Harada, believing him responsible for the recent manipulations in Phil Seleski's life. When it becomes apparent that Harada was not involved, both are baffled. The answer is revealed to him in issue #25 (part two of the three-part "Coming of the Darque Age" storyline continued from Secret Weapons #1 and concluded in Secret Weapons #2) as Solar is forced to battle Doctor Eclipse, Master Darque's evil champion, a being more powerful than Solar himself! Having survived his encounter with Doctor Eclipse...barely, Phil and Gayle go away together, but come across a small town with a dark secret.

Turok Dinosaur Hunter™

Trapped in a strange new land, Turok continues his never-ending war with his hated enemies - the bionisaurs. Turok forms an uneasy alliance with a South American drug kingpin when both need the other to end Mon-ark's reign of terror. Tim Truman begins a new three-issue story arc when he takes over writing duties with Turok #4, crafting a story focusing on Turok's heritage, the struggle of the Native American peoples to survive and retain their culture in modern society, and the ultimate fate of Andar, Turok's trusted companion. Truman then takes on the penciling chores as well, for issues #7-9.

1993 Plan Summary (cont.)

X-O Manowar™

In the three-part "Operation Deep Freeze" storyline, the federal government takes a closer look at Orb Industries, and soon learns the truth behind Aric and the X-O armor. With the help of Randy Cartier, his new head of security, and Toyo Harada, Aric is able to outfox the government. Tired of the conventions of modern life, Aric leaves for South America, giving Randy the control ring for safe keeping. In issue #21, she is forced to become X-O when Ax returns to claim the armor for himself. As Randy struggles with the corrupting influence of the armor's power, Aric is determined to take action against the deforestation of the Amazon basin. Eventually Aric will return to reclaim the armor, and the whole experience will bring he and Randy closer.





SPECIAL TITLES

- X-O #0 (May) - This special issue featuring interior art and cover by Joe Quesada and Jimmy Palmiotti reveals the origins of Aric and his X-O armor.
- X-O Trade Paperback (May) - Reprints X-O #1-4 polybagged with the 8-page X-O Database giving diagrams, overlays and all the technical data on XO's armor.
- Archer and Armstrong #13 (May) - Mike Baron takes over in May as regular writer.
- Secret Weapons #1 (June) - The three part "Coming of the Darque Age" saga introduces Doctor Eclipse, a powerful new villain to menace the VALIANT Universe, and reveals the secret behind Master Darque's powers. Storyline continues in Solar, Man of the Atom #25 (June) and concludes in Secret Weapons #2 (July).
- Turok #4-6, 7-9 - Tim Truman will write issues #4-6, with pencils by Rags Morales (July to September), and both writes and pencils issues #7-9 (October to December).
- Shadowman #19 (August) - Steven Tyler and Aerosmith team-up with Shadowman for a musical mystery tour.
- Rai Trade Paperback (September) - Reprints Rai #1-4 (the rarest VALIANT back issues.), and comes polybagged with a Rai #0 Second Edition with a new enhanced cover and outtakes from the original Rai #0.

Harbinger © 1993 & TM Voyager Communications Inc.

HARBINGER
FOUNDATION

SIMPSON
MAY 1993



- Harbinger #25 (October) - A climactic showdown between Sting and Harada will forever change the lives of everyone involved and mark a new direction for the title.
- Solar, God of War Mini-Series (working title - January 1994 release [tentative]) - Three-part mini-series (the first ever by VALIANT) details the quest of the split-persona Solar (from Solar, Man of the Atom #23) to find and destroy the Spider Aliens' homeworld.
- VALIANT Yearbooks - Beginning in late 1993, VALIANT will be producing special extra-long, one-shot stories of various VALIANT characters in a new and exciting format. These yearbooks will feature stories and art by many top creators in the field, who want to be involved in the VALIANT explosion. To insure that we get the best possible work out of the creators involved, these books will not be solicited until the black and white artwork is complete. This insures on time delivery, as well as quality art and storytelling.
 - Eternal Warrior Yearbook - By David DeVries and Glenn Lumsden
The first of VALIANT's long anticipated Yearbooks focuses on Gilad, the Eternal Warrior. A supernatural being with powers reminiscent of a Geomancer pursues the Eternal Warrior to punish Gil for all the pain and suffering he has caused during his long life. This book, with a full painted card stock cover, has twice the number of pages of a normal VALIANT comic for less than twice the price, and is by the hottest creative team in Australia. 48-pages • \$3.95 U.S.
 - Magnus Robot Fighter Yearbook - By Mike Baron and Paul Smith
scheduled for late '93.
- Look for more artist announcements coming soon from VALIANT.



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SIM LEE.

SPECIAL PROJECTS

DEATHMATE **VALIANT/IMAGE** Crossover

- **The Dates:** June 15th to September 1st
- **The Story:** The superpowered IMAGE character VOID (from Jim Lee's WILDC.A.T.S.) meets up with VALIANT's split-persona Solar (from Rai #0) and causes a melding of the IMAGE and VALIANT Universes into one. This new, alternate universe is a much darker, dangerous place in which both companies' heroes exist.
- **The Products:**
 - **DEATHMATE PROLOGUE**
 - Shipping in Mid-June
 - Written by Bob Layton
 - Art - 1/2 pencils by Barry Windsor-Smith with Jim Lee inks
 - 1/2 pencils by Rob Liefeld with Bob Layton inks
 - Deathmate Prologue sets up storyline which brings the two universes together.
 - 32-pages with foil-enhanced cover
 - A free premium edition will be bundled in with every 50 copies ordered.
 - Retail Price: \$2.95/\$3.75 Canadian
 - Solicited by VALIANT

- DEATHMATE YELLOW

- Shipping in July
- Featuring four stories from across the Deathmate universe
 - Ivar, Armstrong, and Emp
by Mike Baron, Bernard Chang and Rodney Ramos
 - H.A.R.D.C.A.T.S.
by David Michelinie, Mike Leeke and Tom Ryder
 - Ninjak/Zealot
by Jorge González, Don Perlin and John Dixon
 - Shadowman/Grifter/Master Darque/Doctor Eclipse
by Bob Hall, Mark Moretti and John Dixon
- 48-pages with foil-enhanced cover
- A free premium edition will be bundled in with every 50 copies ordered.
- Retail Price: \$4.95/\$6.25 Canadian
- Solicited by VALIANT

- DEATHMATE RED

- 48-pages with foil-enhanced cover
- A free premium edition will be bundled in with every 50 copies ordered.
- Retail Price: \$4.95/\$6.25 Canadian
- Solicited by IMAGE (Extreme Studios)

- DEATHMATE BLACK

- 48-pages with foil-enhanced cover
- A free premium edition will be bundled in with every 50 copies ordered.
- Retail Price: \$4.95/\$6.25 Canadian
- Solicited by IMAGE (Homage Studios)



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- DEATHMATE BLUE

- Shipping in August
- Featuring four stories from across the Deathmate universe
 - Magnus/Battlestone
by John Ostrander, Jim Calafiore and Ralph Reese
 - Livewire/Stronghold/Geomancer/Striker/Impact
by Joe St. Pierre, Sean Chen and Kathryn Bolinger
 - Harbinger/Brigade
by Maurice Fontenot, Howard Simpson and Gonzalo Mayo
 - Solar/Supreme
by Kevin VanHook, Peter Grau and Jimmy Palmiotti
- 48-pages with foil enhanced cover
- A free premium edition will be bundled in with every 50 copies ordered.
- Retail Price: \$4.95/\$6.25 Canadian
- Solicited by VALIANT

- DEATHMATE EPILOGUE

- Shipping in September
- Written by Bob Layton
- Art - 1/2 pencils by Marc Silvestri with Bob Layton inks
 - 1/2 pencils by Joe Quesada with Scott Williams inks
- Concludes storyline and separates the two universes.
- 32-pages with foil-enhanced cover
- A free premium edition will be bundled in with every 50 copies ordered.
- Retail Price: \$2.95/\$3.75 Canadian
- Solicited by IMAGE

• The Marketing:

- **POSTERS** - Four P.O.P. posters will be produced, two from each company.

- **TELEVISION SUPPORT** - Extensive advertising and promotional support has been arranged through the Sci-Fi Channel.
- **PRINT ADVERTISING** - Extensive trade advertising is being conducted to promote Deathmate.
- **PUBLIC RELATIONS** - A public relations firm has been retained to promote this project amongst the non-industry press.
- **ANCILLARY PRODUCTS** - Numerous ancillary products, including Deathmate T-Shirts and trading cards will be available.

- **DEATHMATE: THE TOUR TO END ALL TIME**

Three creator tours are planned, each lasting five to seven days long. The tour will stop at four or five shops each day while en route, stopping for approximately one and a half hours per stop. The cost to each participating retailer is \$1,250, with the retailers nominated by their distributor based on initial orders for the Deathmate Prologue, then selected in a random drawing. Each stop will feature three VALIANT and three IMAGE creators. Creator teams will be replaced at the midpoint of each tour, and all three tours will end at a major convention (Chicago Comicon, Atlanta Comics Expo, San Diego Comicon). A limited number of special promotional items will be given to each participating store to help recover their costs.

- Tour #1: June 26th to July 1st - New Orleans to Chicago
 - 1st Leg - Joe St. Pierre, Bob Hall & Howard Simpson*
 - June 26th: New Orleans, LA to Jackson, MS
 - June 27th: Jackson, MS to Memphis, TN
 - June 28th: Memphis, TN to St. Louis, MO
 - 2nd Leg - Kevin Van Hook, Joe St. Pierre & Maurice Fontenot*
 - June 29th: St. Louis, MO to Peoria/Terra Haute, IN
 - June 30th: Peoria/Terra Haute, IN to Madison, WI
 - July 1st: Madison, WI to Chicago, IL

- Tour #2: July 10th to July 15th - Boston to Atlanta
 - 1st Leg - Bob Layton, Joe Quesada & Tom Ryder*
 - July 10th: Boston, MA to New Haven, CT
 - July 11th: New Haven, CT to New York, NY
 - July 12th: New York, NY to Baltimore, MD
 - 2nd Leg - Mike Leeke & Yvel Guichet*
 - July 13th: Baltimore, MD to Raleigh, NC
 - July 14th: Raleigh, NC to Charlotte, NC
 - July 15th: Charlotte, NC to Atlanta, GA

- Tour #3: August 13th to August 19th - Seattle to San Diego
 - 1st Leg - John Ostrander, Jorge González & Rodney Ramos*
 - August 13th: Seattle, WA to Portland, OR
 - August 14th: Portland, OR to Medford, CA
 - August 15th: Medford, CA to Sacramento, CA
 - August 16th: Sacramento, CA to San Francisco, CA
 - 2nd Leg - Mark Moretti, Sean Chen & Bernard Chang*
 - August 17th: San Francisco, CA to Fresno, CA
 - August 18th: Fresno, CA to Los Angeles, CA
 - August 19th: Los Angeles, CA to San Diego, CA

*Tour participants are tentative and subject to change.

SPECIAL PROMOTIONS

- Continuing Promotions
 - The VALIANT Art Tour - has made 8 successful stops and is booked solidly through 1993.
 - The Gold Logo Program - VALIANT will continue to give out free gold logo books to supporters who go "above and beyond" for VALIANT. In the first half of 1993, VALIANT will have limited edition Gold Logo books for Rai and The Future Force #9, Turok #1, Secret Weapons #1 and Dr. Mirage #1.
- Retailer Programs
 - The VALIANT Validated Signature Series (VVSS)
 - VALIANT will have the exclusive rights to signed copies of certain key books to be published in the next year.
 - These books will be limited to 5500 copies signed by one or more creators. They will come in a mylar type bag with a certificate of authenticity and will be imprinted with the official VVSS seal.
 - The books will be allocated among distributors based on their market shares for all VALIANT books during the month that the unsigned version of the signed book was published.
 - The VVSS version of the book will be released approximately two months after the unsigned version.

- Currently planned VVSS versions are:

<u>Title</u>	<u>Signed By</u>
• Rai and The Future Force #9	Sean Chen Kathryn Bolinger
• Magnus #25	John Ostrander Bob Layton
• X-O #0	Joe Quesada Bob Layton
• Secret Weapons#1	Joe St. Pierre
• Dr. Mirage #1	Bernard Chang
<ul style="list-style-type: none"> • VALIANT Voice - published on a monthly basis, the VALIANT VOICE is a fanzine for VALIANT readers and contains up-to-the-minute news, insider previews, features and interviews. We want to encourage retailers to give their copies of VALIANT Voice away as bagstuffers or point of purchase items, however a "retail" price of .25¢ will appear on the VALIANT Voice for those who want to charge a nominal amount for it. 	



All Characters © 1993 & TM Marvel Communications Inc. Marvel Characters: Spider-Man, Iron Man, Thor, Hulk, Wolverine, X-Men, and the Avengers are registered trademarks of Marvel.

DEAN
SLAYTON
PETER
ANDERSON

- Gold Logo Co-op Program - VALIANT will assign a value of \$40 each to 8000 mixed gold logo books and will make them available through distributors as a co-op program for retailers. This \$320,000 fund will be run like a regular co-op program, except retailers will receive gold logo books for advertising and promotions. Since all gold logo books published to date have, by all estimates, a secondary market value well in excess of \$60, the retailer will receive value in excess of the \$40 value ascribed to the gold logo book. This program is scheduled to begin in October. We will keep you informed as this program develops and we hope you all will want to participate.
- Ad Slicks - To facilitate the use of the Gold Logo Co-op Program, VALIANT will be providing ad slicks, both for generic purposes and for specific title ties-ins.
- Universal Poster - To date, all of VALIANT'S posters and flyers have been related to a specific books or projects. In June/July, VALIANT is scheduled to release a Universal Poster penciled by Bernard Chang and inked by Bob Layton to promote the entire VALIANT Universe. We would like these to be distributed through the various distributor's monthly catalog/flyer packets as we do all of our current P.O.P. items.
- X-O Month - May will be heavily advertised as X-O Month since it features X-O #0, the X-O #1-4 Trade Paperback (including the separate book on the X-O Manowar armor), and the regular monthly edition of X-O Manowar. In early June, an X-O Manowar poster by Joe Quesada (the first "for sale" poster ever done by VALIANT) will be available.

- VALIANT Reader - shipping in July, VALIANT is producing a helpful compendium to the VALIANT line of titles in comic book format called "The VALIANT READER, A Guide to the VALIANT Universe."

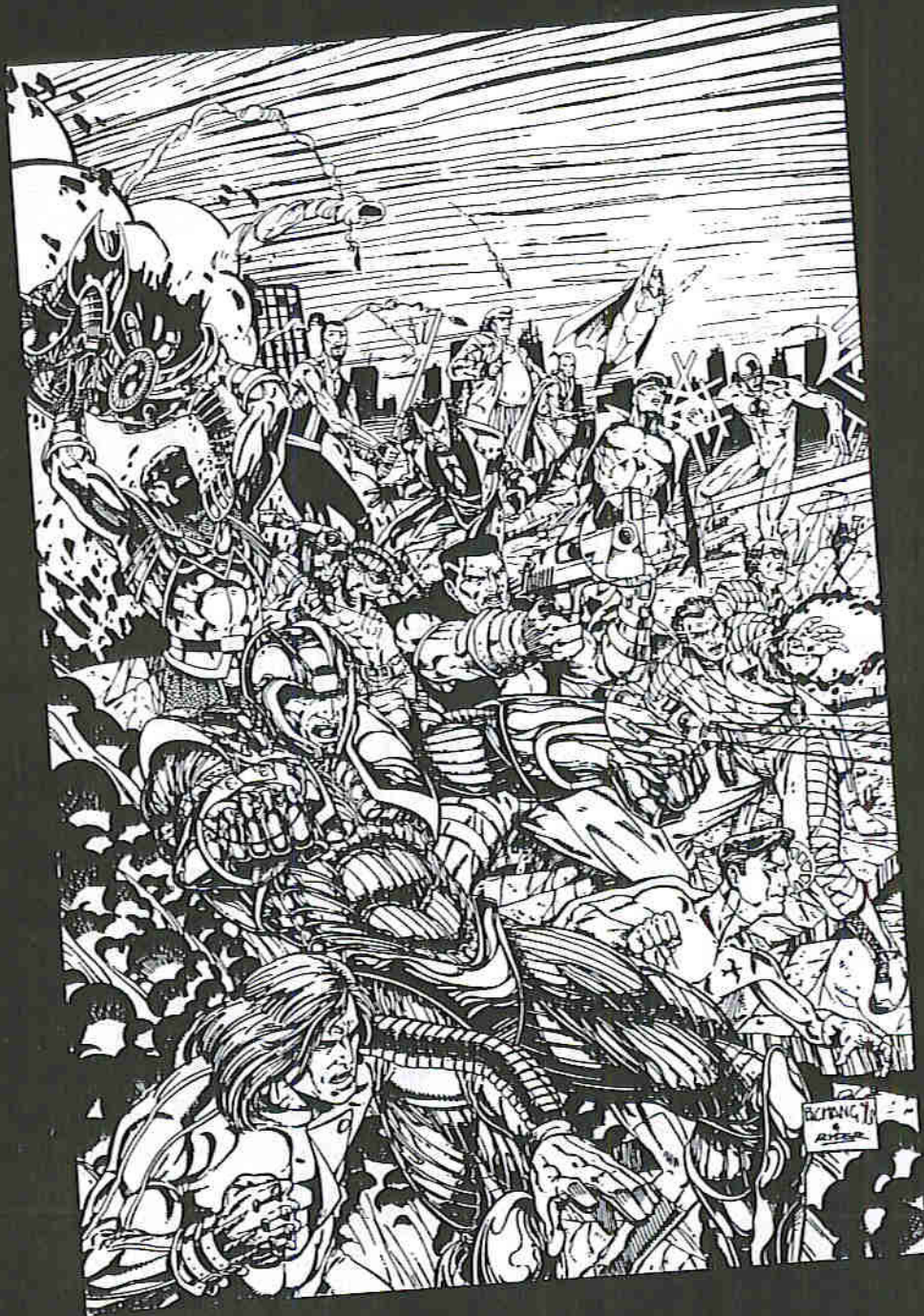
The VALIANT READER is an opportunity to introduce new readers and expose existing VALIANT fans to the entire VALIANT universe. This 32-page, full process color comic will feature a synopsis and chronological update of all the major characters currently inhabiting the VALIANT universe. It will also explain the characters' relationships to each other as well as give hints and glimpses of what will happen over the next year in all our titles.

VALIANT is producing this update as a comprehensive and inexpensive way to discover the history of all the important characters and events within the VALIANT universe to date. To insure maximum exposure, we are offering the VALIANT READER at cost to retailers. Our hope is to enlighten existing readers and encourage new ones at a minimal cost to both stores and their consumers.

The VALIANT READER will feature an all-new cover depicting major characters in the VALIANT Universe drawn by Bernard Chang, penciler on the upcoming *Second Life of Doctor Mirage* #1. Inside the VALIANT READER will be 32-pages of art and editorial (no ads), all in color. The retail price for this amazing package will be .75¢ (.95¢ Canadian). Every regular VALIANT title and its characters will be profiled in a double page spread format, with a few secondary and upcoming characters featured together on single pages throughout the book.

VALIANT intends to keep this valuable reader's tool in stock and available to retail outlets (at this very affordable price) throughout the summer. Since the VALIANT READER is meant to be a supplement and not a collectible, in addition to making it available to retailers at cost, the VALIANT READER will be passed out at all the comic conventions and creator appearances that various VALIANT staff members will make throughout the summer.

YOUR GUIDE TO THE VALIANT® UNIVERSE



VALIANT® READER

32-pages color • .75¢/.95¢ CAN

VALIANT®



This helpful 32-page comic featuring color pick-up art, synopsis and chronological update of all VALIANT titles and major characters is an excellent opportunity to introduce new readers and expose existing VALIANT fans to the entire VALIANT universe at an affordable cost!

All Characters © 1993 & ™ Voyager Communications Inc. except Magnus Robot Fighter, Turok, and Solar, Man of the Atom
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The VALIANT READER is designed to entice new readers and enhance the reading pleasure of the VALIANT line of comics. Fans can use and reuse this compilation of facts for months to come.

- Second Annual VALIANT Comics Month - November will be heavily advertised as VALIANT Comics Month, with an increased promotional focus on the tight, cohesive VALIANT continuity

Consumer Programs

- VALIANT Original Art Auction - Beginning with the 2nd issue of the VALIANT Voice, and continuing thereafter, will be an auction of prime original art by VALIANT artists for mail bid open to all bidders. This will be the first time that all interested parties will have an equal chance to buy the original art directly from the artists. All proceeds will go to the Artist. Auction rules and minimum bids will accompany pictures of the art to be auctioned in that issue.
- Serial Number Contest - All regular VALIANT titles shipping in May and June will carry an individual serial number as part of the VALIANT SERIAL NUMBER CONTEST. Bound into each book will be an insert with that copy's alpha-numeric serial number. Contest rules and regulations will be published in VALIANT titles shipping in May and June. In August, VALIANT will draw lucky number winners for the following prizes:
 - Grand Prize (1 awarded) - a complete collection of all the VALIANT Action Adventure books published from March 1991 to June 1993, including all #1's, #0's, all golds, variations, etc., an uncut sheet of Magnus cards, various promotional materials, etc.
 - 2nd Prize (1 awarded) - a complete run of Magnus Robot Fighter™ with related promotional items.
 - 3rd Prize (1 awarded) - a complete run of Solar, Man of the Atom™ with related promotional items.
 - 4th-14th Prizes - complete runs of the other VALIANT titles and related promotional items.

RAGS MCPAIES



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EXCITING ANCILLARY MERCHANDISE ANNOUNCEMENTS

VALIANT believes each ancillary product that carries its name and properties must be carefully considered. The products we release in these areas must only be of the finest quality. Each product must enhance the overall VALIANT program, not create a plethora of products for no reason. To that end we are proud to announce the following premier ancillary products.

1) Planet Studios - beginning in May, Planet will begin to introduce a series of cloisonné pins and products based on VALIANT properties. The following products have already been solicited:

- Shipping in May - X-O Manowar Icon Pin, X-O Manowar Figure Pin, X-O Manowar Control Ring
- Shipping in June - Solar Icon Pin, Shadowman Icon Pin, Master Darque Figure Pin
- Shipping in July - Turok Silhouette Pin, Bionisaur Silhouette Pin
- Shipping in August - Bloodshot and Eternal Warrior Pins

2) Upper Deck - VALIANT has aligned itself with Upper Deck exclusively for card product and Wall Stars. Produced through Upper Deck's new Pyramid brand of non-sport products, the first set is scheduled for July release.

- **THE VALIANT ERA** - 120-card set featuring every cover produced for the VALIANT Action Adventure comics line from March, 1991 to December, 1992. Card backs contain a plot synopsis and a piece of art for that issue. Two subsets, "First Appearances" and "Unseen Art," and a special X-O Manowar portrait card by Joe Quesada will be produced for the set and inserted in random packets.
- **DEATHMATE card set** - The next set of VALIANT cards will be an unprecedented crossover card set between Upper Deck and Topps, released later this summer to coincide with the upcoming "Deathmate" crossover project between VALIANT and IMAGE Comics.

3) **VQA** - Due to popular demand, July, 1993 sees the launch of VALIANT QUALITY APPAREL, a line of fine quality shirts and caps produced for and solicited by VALIANT. VALIANT Quality Apparel will be available through all stores that carry VALIANT comics. This marks the first time a major comics publisher will produce its own clothing line. VALIANT QUALITY APPAREL will be approached in the same manner VALIANT uses for its comics - stressing quality and value. New VALIANT Quality Apparel products will be offered quarterly.

- **Shipping in July**
 - Bloodshot Baseball Jersey
 - Shadowman T-Shirt (Hanes Beefy-T)
 - VALIANT Golf Shirt
 - VALIANT Baseball Cap
 - Deathmate Tour Shirt - Deathmate Yellow Edition (Hanes Beefy-T)
 - Deathmate Tour Shirt - Deathmate Blue Edition (Hanes Beefy-T)

VALIANT® QUALITY APPAREL



BLACK GOLF SHIRT
WITH VALIANT LOGO
M, L, XL \$27.95



BLOODSHOT BASE-
BALL JERSEY - WHITE
WITH GREEN SLEEVES
FULL COLOR ART ON
FRONT M, XL \$23.95



SHADOWMAN T-SHIRT
BLACK HANES BEEFY-T
WITH SHADOWMAN
LOGO ON FRONT
M, XL \$15.95

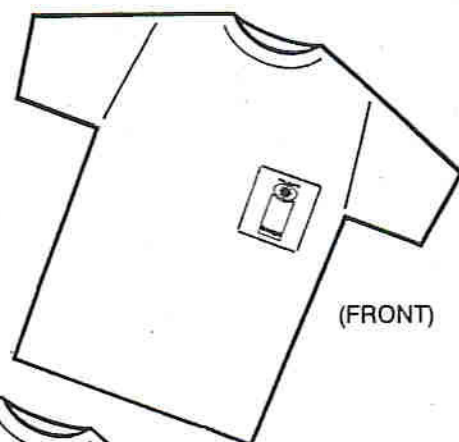
BLACK BASEBALL
CAP WITH VALIANT
LOGO ONE SIZE
FITS ALL \$13.95



(FRONT)



TOUR T-SHIRTS



(FRONT)



(BACK)



(BACK)

DEATHMATE YELLOW
TOUR SHIRT FULL COLOR
BACK & FRONT BLACK
HANES BEEFY-T 100%
PRE-SHRUNK COTTON
M, XL \$16.95

DEATHMATE BLUE TOUR
SHIRT FULL COLOR BACK &
FRONT WHITE HANES
BEEFY-T WITH FRONT
POCKET 100% PRE-SHRUNK
COTTON M, XL \$17.95

AVAILABLE IN COMIC SHOPS STARTING IN JULY

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- Doctor Mirage Premium Gold Logo T-Shirt Offer - As a special premium, for every 35 items ordered (can be mixed), retailers will receive a free, limited edition, four color, Doctor Mirage gold logo T-Shirt printed on a high quality, 100% preshrunk cotton Hanes "Beefy T" t-shirt.
- 4) Posters - In June, VALIANT offers its first "for sale" poster featuring the stunning front cover artwork to X-O Manowar #0 by Joe Quesada and Jimmy Palmiotti. Future releases will feature characters from across the VALIANT universe by some of the industry's hottest talents.
- 5) VALIANT Fine Art Prints - VALIANT plans to enter the world of collectible fine art prints in late '93. The first scheduled release will be a limited edition print of Joe Quesada's X-O #0 wraparound cover.

CONCLUSION

VALIANT believes it has an exciting '93 ahead with strong product and marketing that appeals to distributors, retailers and consumers. With your help and support, VALIANT will continue to solidify its '92 gains and reach new heights in 1993.



Cover to X-O #0 - X-O Manowar ™ and © 1993 Voyager Communications Inc.

QUESADA
Palmiotti



Cover to X-O #0 - X-O Manowar™ and © 1993 Voyager Communications Inc.