



PRESS RELEASE

Where Leaders Share, Inspire and Give Back™

FOR IMMEDIATE RELEASE

**Peter Cuneo, Vice Chairman of Marvel Enterprises,
to be Honored at Leader Connections June 4th Executive Forum**

New York, NY – April 6, 2009 – Leader Connections, which celebrates leaders who share, inspire and give back, today announced that it is honoring Peter Cuneo, Vice Chairman of Marvel Enterprises, one of the world's most prominent character-based entertainment companies, with holdings such as Spiderman, X-Men and the Incredible Hulk, at its next Executive Forum which takes place at the University Club (One West 54 Street in New York City) on June 4, 2009 at 6PM.

Marvel Entertainment Vice Chairman Peter Cuneo may be mortal, but after pulling the company up from the ashes of bankruptcy as its CEO from 1999 to 2000, he appears to be one of the company's superheroes. At the time of his arrival, the company was \$250 million in debt, with only a 23 percent share of the comic book market. Taking a company through a turnaround is difficult, and nine out of 10 will fail. At the Leader Connections Executive Forum, he will describe the types of gut-wrenching restructuring decisions Marvel needed to make, including exiting from entrenched business strategies. Today, the company's streamlined operations are focused on utilizing its established character franchises in licensing, entertainment, publishing and toys. Marvel adopted a licensing model, kept track of its cash and focused on live action motion pictures to re-launch its characters worldwide.

"Since the bankruptcy the company has made 13 films, nine of which were rated PG and the average combined domestic and international box office for those nine films was \$400 million," Mr. Cuneo notes, adding that the company has the best box office track record in history, a current stock price is \$24 a share, and its slice of the comic book market stands at 50 percent.

Leader Connections provides leaders at the C-level, Board and Executive Vice President levels with opportunities to connect with other leaders committed to realizing their professional and personal life potential, and thereby better serve society. It also provides emerging leaders with programs and services designed to help them build their personal brand and connect with the right leaders. For instance, it is hosting an "Advance Your Career" Workshop for senior executives on May 19, 2009.

"It's my firm belief that the best way to learn is through the people that you meet and the books you read," said Savio S. Chan, co-founding Managing Director of Leader Connections. "For the last 15 years of my entrepreneurial career, I've been truly privileged to meet and know over 100 global Chairmen, CEOs and other successful leaders; what I've learned from them is truly amazing and unforgettable. Mr. Cuneo is one of them. He credits his turnaround successes to having great, "hyper-active" boards who were involved with the organizations' top officers outside of board meetings, as well as to hiring the right people to get the job done."

"When you hear Mr. Cuneo's story, you learn about his wide range of leadership skills that enable him to create opportunities for people; you cannot help but be inspired to strive harder to achieve your goals," said Jerry Cahn, Ph.D., J.D., the company's other co-founding Managing Director. He continued, "Cuneo is truly a leader who shares, inspires and gives back. You don't want to miss his fascinating presentation."

For more information about this by-invitation-only event, contact 1-800-493-1334 or visit www.leaderconnections.com.

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Leader Connections

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