

THE MATRIX COMICS VOLUME 2

In stores November 2004

160 pages

Recommended retail price: \$21.95

ISBN 1-932700-09-9 (soft cover)



Marketing for **THE MATRIX COMICS: VOLUME 2** will be tied to **The Ultimate Matrix Collection 10 disc DVD box set**. The box set will be released December 7, 2004 and includes:

- All three **MATRIX** films
- All nine **ANIMATRIX** anime episodes
- Behind the scenes footage from the shooting of the trilogy
- Never before seen footage written & directed by the Wachowski Brothers for the **ENTER THE MATRIX** video game
- Hours of featurettes with the people who shaped the trilogy
- ❖ An ad for **THE MATRIX COMICS: VOLUME 2** will appear in the accompanying DVD booklet

Marketing will also be tied to the release of **2 BRAND NEW direct-to-trade comics from the creators of THE MATRIX**, debuting in November & December 2004:

- **DOC FRANKENSTEIN** - created by Geof Darrow & Steve Skroce, written by the Wachowski Brothers, illustrated by Steve Skroce
- **THE SHAOLIN COWBOY** - created, illustrated & written by Geof Darrow with ass-ologue by the Wachowski Brothers
- ❖ Cross promotional preview pages for **THE MATRIX COMICS: VOLUME 2** will appear in both comics. Trade collections of both comics will be forthcoming in 2005



ONLINE

Extensive promotion at the official **MATRIX** website: www.thematrix.com (which currently receives over 700,000 hits per month), and all collaborators' websites

PRESS KITS

Press Kits are being sent to long-lead arts & entertainment magazines, including: *Entertainment Weekly*, *Spin*, *Rolling Stone*, *Variety*, etc.

PRESS OUTREACH

The Wachowski Brothers will discuss **THE MATRIX COMICS: VOLUME 2** in any upcoming interviews

APPEARANCES

Possible appearances by the Wachowski Brothers at select locations