

SIDESHOW COLLECTIBLES BATTLES AGAINST CANCER WITH THEIR “COLLECT FOR LIFE™” PROGRAM

Westlake Village, CA (April 22nd, 2005) – Superheroes and film heroines will soon lend their collective, collectible weight to the fight against cancer. Starting on May 2, every retail order shipped by Sideshow Collectibles (the world’s premier manufacturer of film licensed and proprietary collectible products), will include a black, “Collect for Life™,” bracelet. The Sideshow bracelets have been modeled after the incredibly popular “Livestrong” bracelets in support of champion cyclist Lance Armstrong’s cancer foundation. As a cancer survivor, Lance Armstrong created a foundation dedicated to supporting others who are battling the disease.

“Collect for Life™” represents Sideshow’s ongoing commitment of philanthropy—in this case, working with the not-for-profit consultancy, “Cause You Care,” to donate a portion of all credit card transaction fees to the Lance Armstrong Foundation. Thus, Sideshow’s many popular licensed products, including iconic heroes from Marvel Comics, *The Lord of the Rings*, *Star Wars*, and *James Bond*, will unite in the noblest quest of all—seeking a cure for cancer.

Each retail purchase on Sideshow’s website (www.sideshowcollectibles.com), will trigger a donation by the company to this worthy cause, and direct purchasers of Sideshow products will receive, for their support, a Sideshow Collectibles “Collect for Life™” bracelet, free of charge.

“Like many organizations, we have witnessed the popularity of Lance’s bracelets, and we appreciate the strength and hope that they represent,” said Sideshow president Greg Anzalone. “We decided to not simply marvel at the success of the Livestrong program, but to support it in a very real, direct way,” Anzalone added. The Sideshow Collectibles “Collect for Life™” program follows a series of philanthropic and personally-invested ventures throughout its 10-year history, that have supported both individual staff of the company and larger community support programs as a core tenet of its business philosophy.

“Our business is, first and foremost, a people business,” explains Anzalone. “While many know of Sideshow through the products of that we offer, those products are created and supported by incredibly talented and passionate people who work behind the scenes. Some of those people have dealt with the effects of cancer in their immediate family, with relatives and with friends. We wanted to do something to show them our support.”

Greg Anzalone’s mother, a two-time cancer survivor, is among those in the Sideshow family who have dealt with the disease. “My mom is a very courageous woman and an inspiration to me,” Anzalone says. “And at present, the entire company is rallying around one of our staff members who is waging a valiant battle against this disease.”

About Sideshow Collectibles

Now in its tenth year of operations, Sideshow continues to receive global acclaim for its licensed and proprietary lines of limited edition figure collectibles, prop replicas, and fine art collectibles. The Sideshow brand is a world-renowned provider of museum quality polystone and mixed-media sculptures, posable figures, prop replicas, and two-dimensional artworks. Its many popular licensed lines include *Star Wars*, Marvel Comics, *The Lord of the Rings*, *Star Trek*, *Planet of the Apes*, *Buffy the Vampire Slayer*, *The Fortieth Anniversary of James Bond*, *The Outer Limits*, *Monty Python*, *The X-Files*, and *The Muppets*. Sideshow also has affiliations with many popular fine artists and fabricators, including Stan Winston, Mike Mignola, Drew Struzan, Wendy Froud, H.R. Giger, Sebastian Kruger, and Michel Gagne.

Visit the Sideshow Collectibles website, www.sideshowcollectibles.com, for updated news and events around the company’s “Collect for Life™” program.