

MAZDA AND SPACEDOG TO DEBUT FIRST GRAPHIC NOVEL IN THE REVVED SERIES AT COMIC-CON INTERNATIONAL 2006

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- Top Cow Booth #2045 to Feature a Replica RX-8 from Revved, Autograph and Sketch Sessions by Top Cow Creatives -

LOS ANGELES - July 11, 2006 - Mazda and Spacedog will announce the world debut of the first book in the Revved series of graphic novels at this year's Comic-Con International - home of North America's largest comic book and multi-genre convention - in San Diego, CA. Revved, to be published by Top Cow Productions and developed into a television series by Fox Television Studios, is truly ground-breaking due to the level of integration and collaboration from concept to execution between Spacedog, Top Cow and Mazda. For an exclusive preview of the first 10 pages of Revved: The Beginning, visit www.mazdausa.com/revved [1].

The series of Revved graphic novels "stars" four special vehicles, all of which are made with a piece of the same magical metal found in the Holy Grail, Joan of Arc's armor and King Arthur's Excalibur, among other legendary icons. Imbued with the same powers as those great symbols, the cars' drivers embark on a series of dangerous missions.

The Mazda RX-8 four-door sports car will serve as the hero car in Revved and will be driven by the main character, Jack James. With its edgy styling, precise handling and 232-horsepower RENESIS rotary engine, the RX-8 complement's Jack James' personality and perfectly integrates itself into the story line.

"The 'Revved' series is the perfect opportunity for Mazda to showcase the RX-8 in a way that appeals to our young customer base," said Bill Gordon, marketing group manager, Mazda North American Operations. "We provided product and brand insight then let the expert writers and artists at Top Cow develop an amazing story and characters that really reflect the spirit of our vehicles."

The Revved series is also being developed by Fox Television Studios and Spacedog, a branded entertainment and interactive marketing agency, as a brand integrated property for television, the Internet and other distribution channels.

Top Cow's Booth (#2045) will feature high-octane activities that will excite and engage visitors at the show, including: a replica of the Mazda RX-8 from Revved: The Beginning on display; entry for "The Cow Is Loose Promotion," featuring the vehicle as the Grand Prize; signing and sketching sessions with the Top Cow creative group, including Revved writer Jeremy Hall, artist David Nakayama and colorist Blond.

Comic-Con International is the largest comic book and pop culture event in the U.S. drawing more than 104,000 visitors. This year's show is being held in San Diego, CA at the San Diego Convention Center from July 20-23. Show hours are from 10 a.m. to 7 p.m. on Thursday, Friday and Saturday, and from 10 a.m. to 5 p.m. on Sunday. Ticket prices range from \$15-\$65. More information can be found online at www.comic-con.org [2].

About Mazda:

Headquartered in Irvine, Calif., Mazda North American Operations oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States, Canada and Mexico through nearly 900 dealers. Operations in Canada are managed by Mazda Canada, Inc., located in Ontario, Canada, and in Mexico by Mazda Motor de Mexico in Mexico City.

About Spacedog:

Spacedog is an independent, full service, interactive marketing agency focused on creating unique and effective results-driven campaigns for their clients in a variety of industries including entertainment, travel, retail, financial, high tech, and quick service restaurants. In 2005, Spacedog launched their entertainment division, focused on the development of branded entertainment properties for and with major corporations. Currently Spacedog bases these properties on original graphic novels the company creates with Top Cow Comics. Spacedog has a number of projects in production with studios and networks, some of which are due for release in 2006. Spacedog has worked with some of the leading brands and entertainment companies in the business including, but not limited to, Mazda, Citibank, Qantas Airways, Carl's Jr. and Hardee's Restaurants, Sony Pictures Entertainment, Universal Music Publishing, Fox Sports, EarthLink, Interscope Records, and Westfield Malls. Spacedog is based in Los Angeles, CA.

About Top Cow Productions, Inc:

Top Cow was founded in December of 1992 by artist Marc Silvestri who co-founded Image Comics in the same year. Top Cow currently publishes its line of comic books in 21 languages in over 55 different countries. The company has launched 20 franchises (18 original and 2 licensed) in the industry's Top 10, seven at #1, a feat accomplished by no other publisher in the last two decades. Its flagship franchise Witchblade was TNT's #1 original film of 2000. Virtually all of Top Cow's other properties are in development as feature films, live action television, animation or video games. Top Cow has also successfully licensed and merchandised its franchises into toys, statues, clothing, lithographs, puppets, posters, magnets, shot glasses, lighters, lunch pails, wall scrolls, mouse pads, die cast cars, calendars, Christmas ornaments, Halloween masks, trading cards, standees, video games and role playing games.

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Links:

[1] <http://www.mazdausa.com/revved>

[2] <http://www.comic-con.org/>