



Platinum Studios Partners with ezprints

Partnership Allows Users to Create Their Own Merchandise Via Webcomics Portal DrunkDuck.com

Los Angeles, CA / January 13, 2010 – Platinum Studios, Inc. (OTCBB: PDOS), an entertainment company that controls an international library of more than 5,600 comic book characters which it adapts, produces and licenses for all forms of media, and ezprints, Inc., a provider of personalized product and related technology solutions, have partnered to create a revolutionary merchandise creation and fulfillment program for Platinum’s leading webcomics portal, DrunkDuck.com.

This new program will allow users of DrunkDuck.com to choose art from the site, design their own products, and order merchandise from a storefront integrated directly into the popular webcomics portal. Comic creators on the site will be able to earn money from merchandising their creations on the same website that they are currently publishing their work. Artists and creators who opt in will be earning money from every sale related to their work.

“Now, for the first time, the thousands of comics on DrunkDuck will be available for merchandising without need for creators to go to third-party merchandising sites, set up separate accounts, and hope that their readers go there,” says Platinum Studios Chairman and CEO Scott Mitchell Rosenberg. “It will all be in one convenient place, accessible from their comic page right on DrunkDuck.com.”

According to PMA Marketing Research, custom products and services, like those offered through this new program on DrunkDuck.com, represent the fastest growing category in the \$89.6 billion photo imaging industry. In fact, at a time when consumer spending remains low and economic forecasts remain bleak, ezprints recently reported that units shipped during its peak week were up 109 percent.

“We’re very excited about our partnership with Platinum Studios,” said Wes Herman, CEO of ezprints, Inc. “Scott and his team will be leveraging our easy-to-use online product creation tool, ezp builder, in a way that no one else has to date, providing their base of passionate artists and fans with an unparalleled amount of control over the look and feel of the merchandise. “

Rosenberg added, "Platinum has been exploring ways to provide creators unprecedented profit participation and ezprints' ezp builder is exactly what we needed to make that happen. By creating a situation where both creators and Platinum profit from each transaction, Platinum is supporting a broad base of independent artists and increasing its own bottom line by helping to greater monetize the over 160 million pages views it received on Drunk Duck."

The program is currently in Beta Testing and is expected to launch in early February of this year.

About Platinum Studios, Inc.

Platinum Studios (OTCBB: PDOS) is an entertainment company that controls an international library of comic book characters from all over the world, which it adapts, produces and licenses for all forms of media including print, film, online, mobile / wireless, gaming, and merchandising.

Platinum Studios - Comics Fueling Media EVERYWHERE!

About ezprints, Inc.

Founded in 1998 to provide digital photofinishing solutions, ezprints has transformed itself into a private label end-to-end personalized product solution provider. From its proprietary, easy-to-use technology to its state-of-the-art printing and shipping capabilities, ezprints effortlessly turns websites into revenue-generators. Ezprints provides personalized professional grade prints, home décor products, stationery products and a wide variety of gift items. For more information, please visit www.ezpservices.com.

Platinum Studios Safe Harbor Statement

Matters discussed in this press release contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. When used in this press release, the words "anticipate," "believe," "estimate," "may," "intend," "expect" and similar expressions identify such forward-looking statements. Although expected, actual results, performance or achievements could differ materially from those contemplated, expressed or implied by the forward-looking statements contained herein. These forward-looking statements are based largely on the expectations of Platinum Studios and are subject to a number of risks and uncertainties. These include, but are not limited to, risks and uncertainties associated with: the impact of economic, competitive and other factors affecting Platinum Studios and its operations; its markets, products, and distributor performance, the impact on the national and local economies resulting

from terrorist actions, and U.S. actions subsequently, and other factors detailed in reports filed by Platinum Studios with the SEC.

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