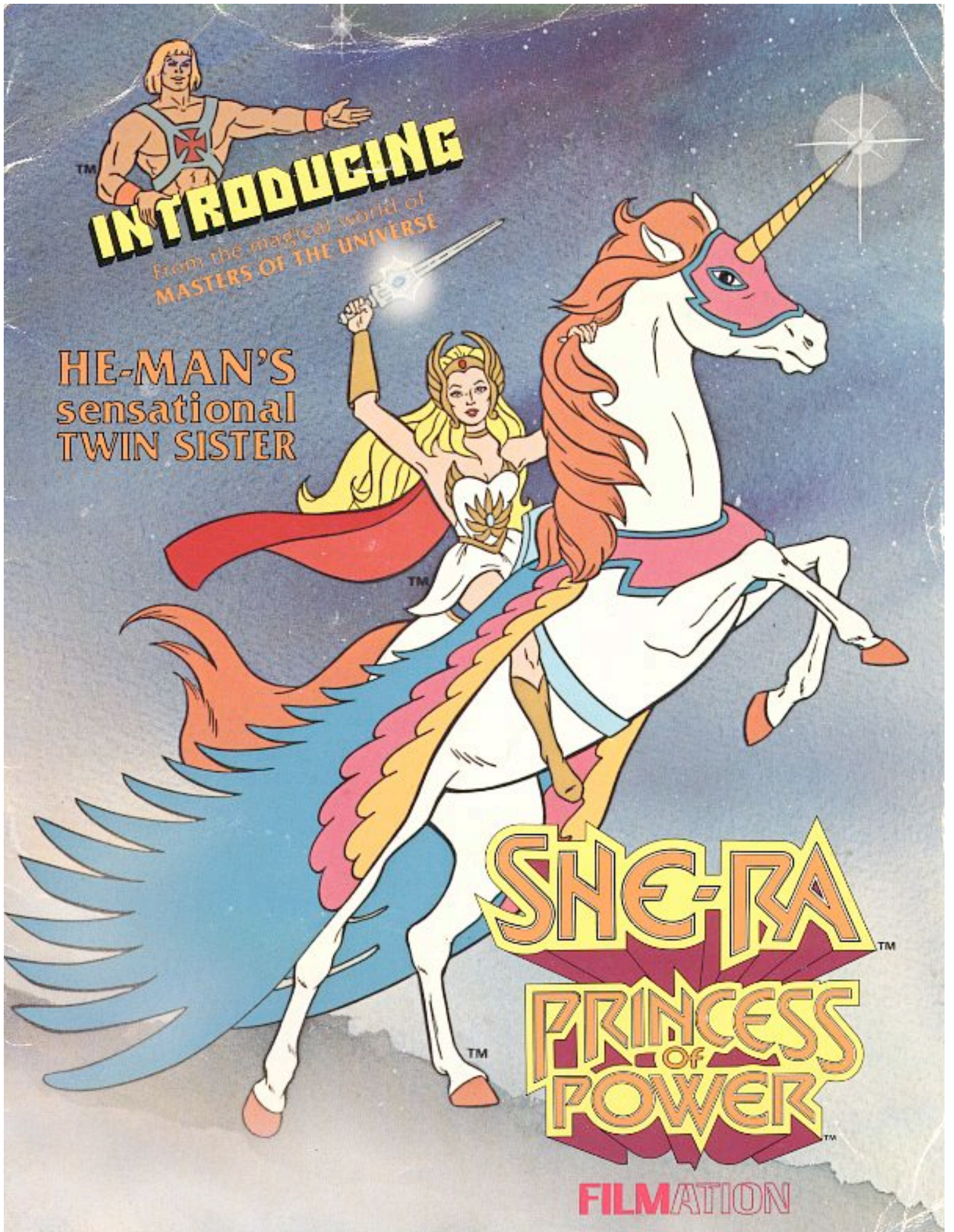


TM
INTRODUCING

From the magical world of
MASTERS OF THE UNIVERSE

HE-MAN'S
sensational
TWIN SISTER



SHE-RA
PRINCESS
OF
POWER

FILMATION

ANNOUNCING

A MAJOR LICENSING PROGRAM SUPPORTED BY:

Sixty-five half hours for TV from filmation!

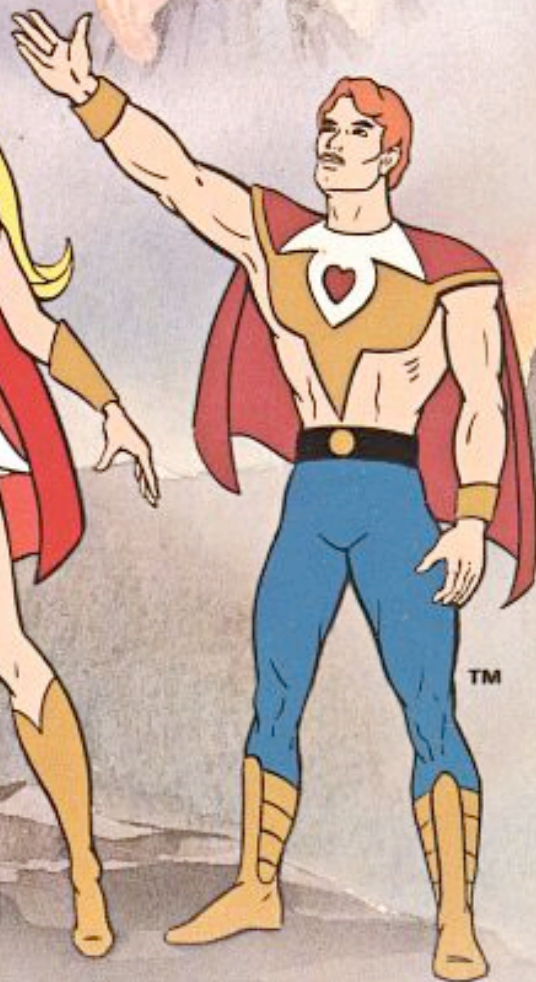
A line of action-figures from Mattel!

A substantial advertising and promotion campaign!

These are the ingredients which combined to make **Masters of the Universe** into a worldwide success for its licensees. Now there is another chance to take advantage of **Masters'** overwhelming popularity — and the same elements which helped create that popularity in the first place. Filmation and Mattel present a fabulous companion piece to **Masters of the Universe**:



SHE-RATM
PRINCESS
of
POWERTM



He-Man's twin sister will be starring in her own action-packed series, featuring several "guest appearances" by He-Man and other **Masters of the Universe** characters!

She-ra and her friends are ready to do battle...in the fantasy world of Etheria and in the **real world** of character licensing!



**SHADOW
WEAVER™**

BOW™

BOW... A master archer, he's handsome, confident and impulsive. And he hopes to win She-Ra's heart.

KOWL... He may be known for his wisdom and cleverness, but he's loved for his sense of humor.

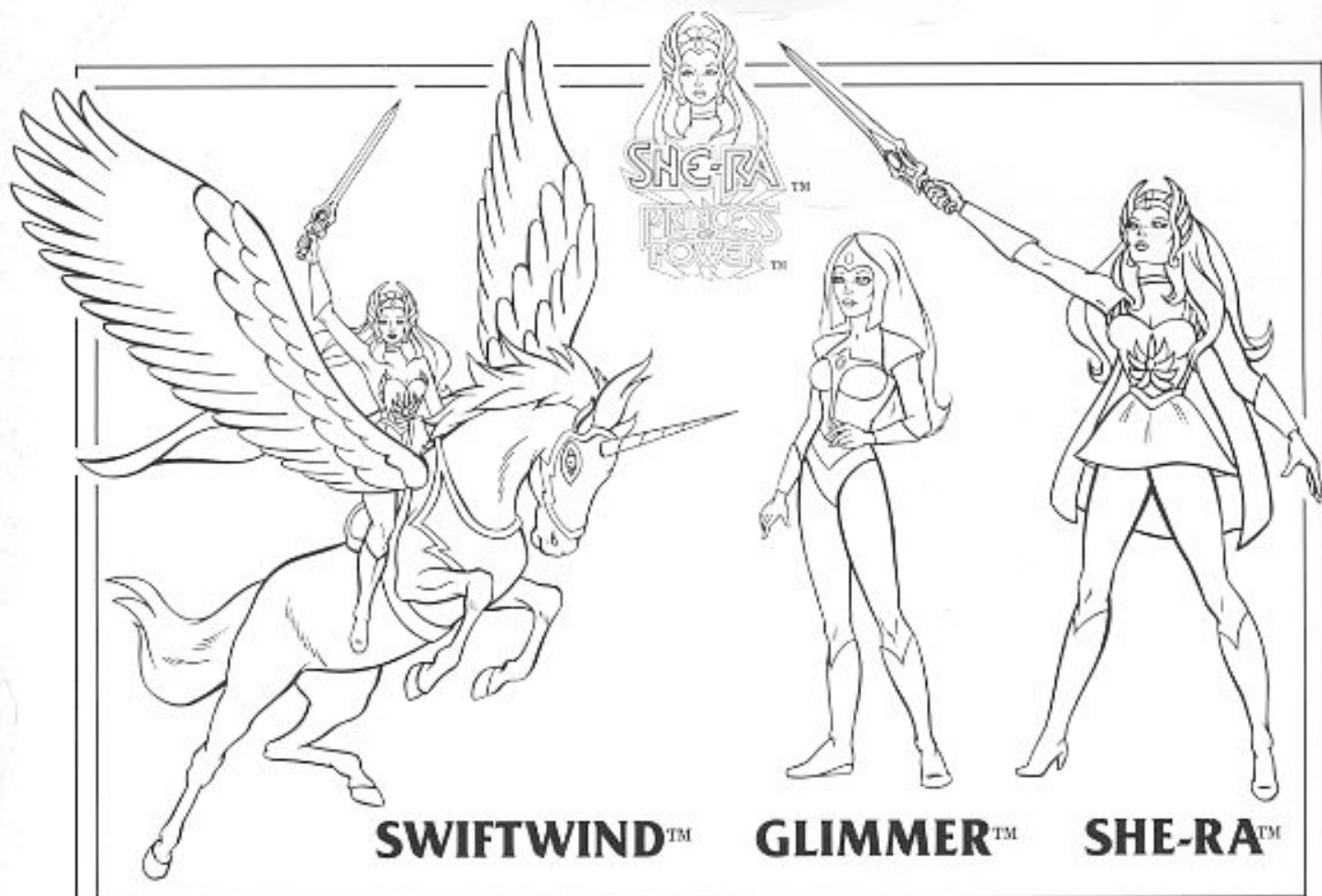
THE CRYSTAL CASTLE... A mystical structure containing the most powerful secrets on Etheria. Only **SHE-RA's** sword can activate its Gem Gate.

© 1985 Filmtation. All rights reserved.

© 1985 Mattel, Inc. All rights reserved.

SHE-RA, PRINCESS OF POWER, SWIFTWIND, KOWL, BOW, MADAME RAZZ, BROOM, GLIMMER, THE TWIGGETS, SHADOW WEAVER, THE CRYSTAL CASTLE, and HE-MAN are trademarks owned by and used under license from Mattel, Inc.





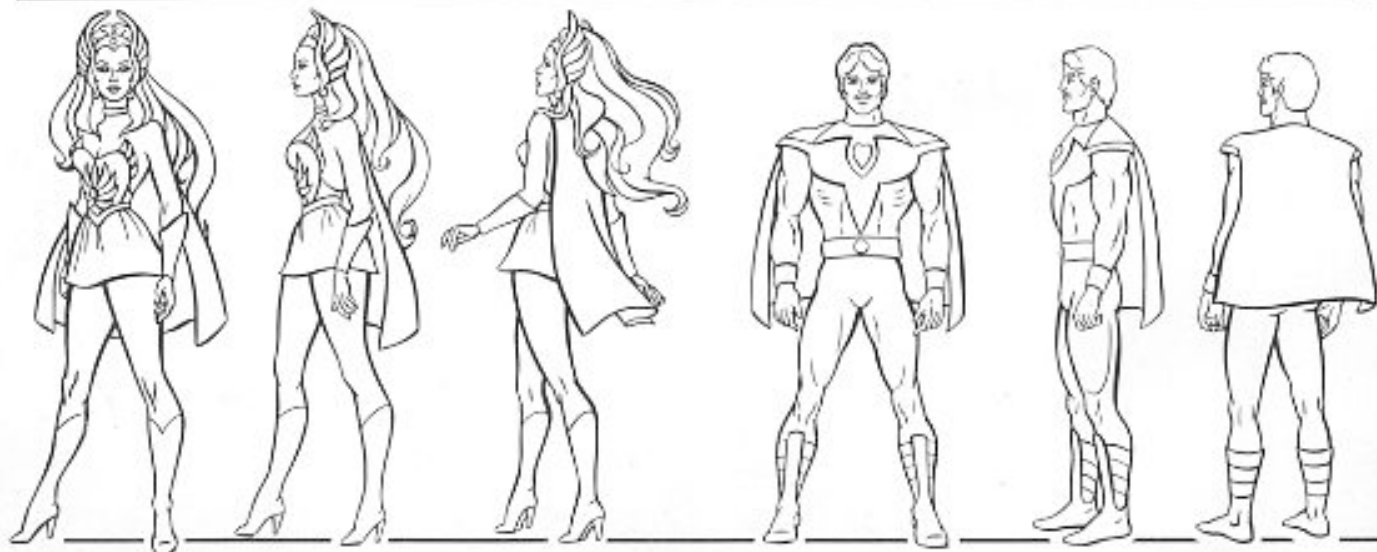
SHE-RA, PRINCESS OF POWER... She's a stunning beauty with the courage and resourcefulness to match her looks. With her flying unicorn **SWIFTWIND** and her enchanted sword, she is invincible against any enemy!

MADAME RAZZ and **BROOM**...Razz's magic always works — but not the way she expected. And it's Broom who pays for her comical mistakes.

GLIMMER... She uses the Power of Light to turn back evil forces who oppose her.

THE TWIGGETS... Inhabitants of the forests of Etheria, these comical characters are friends of Madame Razz and She-Ra.

SHADOW WEAVER... Mistress of Dark Magic... a hooded figure who uses her Shadow Coils for the forces of evil.





KOWL™



**THE
CRYSTAL
CASTLE™**



**MADAME
RAZZ™**



THE TWIGGETS™

For licensing information contact:

For videocassette or television rights contact:

Alice G. Donenfeld
Executive Vice-President
Filmation

or

Gary Allen
Director of Licensing
Filmation

FILMATION

A DIVISION OF GROUP W PRODUCTIONS / WESTINGHOUSE BROADCASTING AND CABLE, INC.
18127 Sherman Way, Van Nuys, California 91411 (818) 745-3014 Telex: 872647 FILM47N





FILMATION

A DIVISION OF GROUP W PRODUCTIONS / WESTINGHOUSE BROADCASTING AND CABLE, INC.
10327 Sherman Way, Van Nuys, California 91411 (818) 345-3414 Telex 472062 FLWATN