



ADVANCE

From Marvel Studios comes “Iron Man 3,” which continues the epic, big-screen adventures of the world’s favorite billionaire-inventor-Super Hero, Tony Stark aka Iron Man.

Marvel’s “Iron Man 3” pits brash-but-brilliant industrialist Tony Stark/Iron Man against an enemy whose reach knows no bounds. When Stark finds his personal world destroyed at his enemy’s hands, he embarks on a harrowing quest to find those responsible. This journey, at every turn, will test his mettle. With his back against the wall, Stark is left to survive by his own devices, relying on his ingenuity and instincts to protect those closest to him. As he fights his way back, Stark discovers the answer to the question that has secretly haunted him: does the man make the suit or does the suit make the man?

Based on the ever-popular Marvel comic book Super Hero Iron Man, who first appeared on the pages of “Tales of Suspense” (#39) in 1963 and had his solo comic book debut with “The Invincible Iron Man” (#1) in May of 1968, “Iron Man 3” returns Robert Downey Jr. (“Sherlock Holmes: A Game of Shadows,” “Tropic Thunder”) as Tony Stark, the iconic Super Hero, along with Gwyneth Paltrow (“Thanks for Sharing,” “Contagion”) as Pepper Potts, Don Cheadle (“Flight,” “Hotel Rwanda”) as James “Rhodey” Rhodes, Guy Pearce (“The Hurt Locker,” “Memento”) as Aldrich Killian, Rebecca Hall (“The Prestige,” “The Town,”) as Maya Hansen, Jon Favreau (“Identity Thief,” “People Like Us”) as Happy Hogan and Ben Kingsley (“Schindler’s List,” “Gandhi,”) as The Mandarin.

Rounding out the cast are Stephanie Szostak (“R.I.P.D.,” “The Devil Wears Prada,”) as Brandt, James Badge Dale (“The Lone Ranger,” “Flight,”) as Savin, Ty Simpkins



("Insidious") as Harley, William Sadler ("Shawshank Redemption," "The Green Mile,") as President Ellis and Paul Bettany ("Priest," "Margin Call") as the voice of Jarvis.

Shane Black directs Marvel's "Iron Man 3" and the screenplay is by Drew Pearce & Shane Black. Marvel Studios' President Kevin Feige is producing and executive producers on the project include Jon Favreau, Louis D'Esposito, Charles Newirth, Victoria Alonso, Stephen Broussard, Alan Fine, Stan Lee and Dan Mintz.

The creative production team on the film includes two-time Oscar®-winning director of photography John Toll, ASC ("Braveheart," "Legends of the Fall"), production designer Bill Brzeski ("The Hangover," "Due Date"), editors Jeffrey Ford, A.C.E. ("Marvel's The Avengers," "Captain America: The First Avenger") and Peter S. Elliot ("Fantastic 4: Rise of the Silver Surfer") and costume designer Louise Frogley ("Quantum of Solace," "Contagion").

After the "Iron Man" and "Iron Man 2" box-office successes, the Iron Man character, once again reprised by Robert Downey Jr., was last seen in Marvel Studios critically acclaimed "Marvel's The Avengers," which set the all-time, domestic 3-day weekend box office record at \$207.4 million. The film went on to gross over \$1.6 billion worldwide, becoming Disney's highest-grossing global and domestic release of all time and marks the studio's fifth film to gross more than \$1 billion worldwide.

Set for release in the U.S. on May 3, 2013, Marvel's "Iron Man 3" marks the second feature to be fully owned, marketed and distributed by Disney, which acquired Marvel in 2009.

THE STORY

"The exciting thing about 'Iron Man 3,' is that it's not only the culmination of the first two films, but it's also a follow up to 'Marvel's The Avengers,'" says producer Kevin Feige. "It's one of the first situations where you have a movie that is the sequel to two different films and in a way that liberates it to be more unique than anything that has come before it, which is what we're most excited about."

In the Marvel cinematic universe, all events that happen within each film have a direct influence and consequence in future films and franchises. For Tony Stark the events and encounters he faced in "Marvel's The Avengers" may be behind him, but he is still working hard to balance the demands of his own personal life.

For the storyline of Marvel's "Iron Man 3," the filmmakers decided on a "back-to-basics" tone where they could explore what Tony Stark would do if all of his money and toys

were stripped away from him and he was forced to find a way back to being a Super Hero.

“Early on in the development, we talked about this notion of taking Tony Stark back to basics because we wanted to see him just use his brain,” explains executive producer Louis D’Esposito. “You want to see what he can do when the odds are against him and it makes you wonder, ‘How is he going to get out of this one?’”



Executive producer Stephen Broussard explains the filmmakers’ decision to blend two different storylines together for the film. “There are two classic stories that have appeared in the ‘Iron Man’ comics—one is older and the other is more modern,” explains Broussard. “The older is the character called The Mandarin, and he is one of the most famous villains in the franchise. The character dates back to the 1960s and we wanted Shane [Black] and Drew [Pearce] to take that idea and contemporize it for present-day audiences.”

Broussard adds, “We also wanted to combine that with another storyline in the comic called Extremis, which came out not too long before the first ‘Iron Man’ film in 2008. It deals with the biological enhancement of humans and Tony must face super-powered humans in that. So we just thought, wouldn’t that be interesting if we tried to combine these two stories into one for ‘Iron Man 3’?”

An early believer in the Extremis story line, Downey Jr. says, “I remember when we were getting ready to shoot ‘Iron Man,’ I started reading ‘Iron Man’ comics and there was this one called ‘Extremis,’ and I thought it was really interesting and cool.”



“The thing about the Extremis storyline that always interested me in the comic books was that you had a sense that Tony Stark puts on an iron suit and hides inside it in a way,” says director Shane Black. “The character wouldn’t call it that, but that’s kind of the case. With the Extremis people, you always got a sense

that they’re burning up from the inside. So one of them could actually say to Tony for instance, ‘you drive a car, I am the car.’”

There is plenty of angst from “Marvel’s The Avengers” to fuel Tony Stark’s arc too. Before “Marvel’s The Avengers,” Tony Stark thought he was the only Super Hero in the world, and in “Iron Man 3” he must deal with the revelation that he is not the only one out there. As Kevin Feige explains, “In ‘Marvel’s The Avengers’ he faces a world-changing event that not only includes seeing the powers of other Super Heroes, but also having a portal to another world opened above his head.”

For Robert Downey Jr. the journey of Tony Stark in the “Iron Man” franchise is one that is very relatable to audiences. “The great thing about ‘Iron Man 3’ is that we really are going back to kind of an extension and continuation of some of the things that made the franchise fly to begin with,” says Downey. “With the execution and incredible success of ‘Marvel’s The Avengers,’ we’re afforded the opportunity to not have to set up another film and can really explore the character of Tony Stark in ways that are very organic and connectable and play to the strength of the franchise.”

DIRECTOR ON BOARD

While Downey and Marvel were both on board for the third installment of the franchise, one of the big questions that needed to be answered was who was going to take over the directorial reigns from Jon Favreau, the director who put the “Iron Man” franchise on the map and delivered two worldwide blockbuster hits.

“All of our films are defined by the filmmakers we collaborate with to bring these stories to the big screen,” says producer Feige. “What Jon Favreau was able to do on the first two films was groundbreaking and astounding. So, when we realized we needed to bring in a new director, it was a daunting task. We needed somebody who had the experience, taste and ability to make a big action movie, but was grounded at the same time.”



The filmmakers turned to Shane Black, who serendipitously directed Robert Downey Jr. in “Kiss Kiss Bang Bang,” the film that was a big factor in propelling the actor into the running for the role of Tony Stark in “Iron Man.”

For Downey, hiring Black to write and direct the film brought the franchise full circle and was a little bit of karmic payback for the director’s behind-the-scenes help on “Iron Man.” “During the preproduction of ‘Iron Man,’ Jon Favreau and I used to call Shane and

ask him for advice about scenes and he would give us these metaphors and sometimes direct comments, but it was always great advice and he would never take a penny for it —although he did once asked for a piece of well-done salmon and some blueberries,” laughs Robert Downey Jr. “Shane has been so instrumental in shaping the buddy comedy/action genre and I was delighted when Marvel brought his name up and

obviously very much in favor of him directing ‘Iron Man 3.’”



For director Shane Black, a lifelong “Iron Man” fan and self-proclaimed fan boy, reteaming with Robert Downey Jr. was one opportunity that he couldn’t pass up. “Having the opportunity to direct and write ‘Iron Man 3,’ was just the greatest

opportunity, and Robert always seems to elevate the material—that’s what’s great about him,” says Black.

“We wanted ‘Iron Man 3’ to have a fresh tone and Shane Black has an incredibly unique style to his writing,” concludes producer Louis D’Esposito. “He does action very well, but he also does twisted black comedy with heart and emotion very well too. What’s amazing about Shane is he finds ways to do all that in one scene. It’s always been his trademark that his scripts are kind of quirky and off-kilter, but with big emotion and a lot of heart.”

CAST & CHARACTERS

In the Marvel cinematic universe, all events that happen within each film have a direct influence and consequence in future films and franchises. For Robert Downey Jr.’s Tony Stark the events and encounters he faced in “Marvel’s The Avengers” may be behind him, but he is still working hard to balance the demands of his own personal life.

“Even though the world knows and loves Tony Stark, he is still learning and struggling to define where Iron Man ends and his own life begins, which has made him increasingly dependent on his Iron Man armors,” explains executive producer Stephen Broussard. “They have



become such a big part of him that they're affecting every aspect of his life, including those closest to him, Pepper Potts, Rhodey and Happy Hogan."

"How do you take a billionaire, industrialist playboy and make him relatable and into somebody that you can root for?" questions producer Kevin Feige. "One way is to have Robert Downey Jr., who just makes Tony Stark so likeable and a great hero. The other way is to take everything away from the character, which then makes you root for the guy."

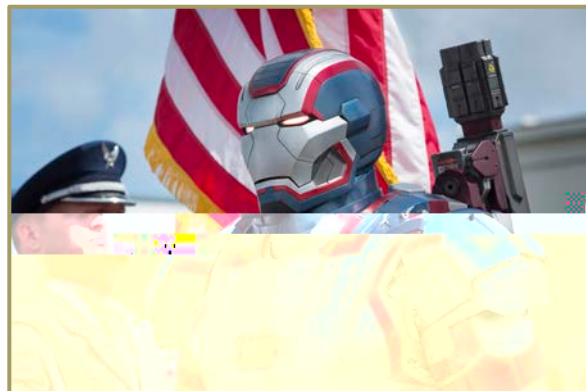
If there is one person you can count on to be at Tony's side, it's the CEO of Stark Enterprises and live-in girlfriend Pepper Potts, reprised by Oscar®-winning actress Gwyneth Paltrow.

"Tony and Pepper are very much in a relationship," relates Paltrow. "They're living together, as she's moved into his house in Malibu, and there's a lot of comfort between them now, so it's not the kind of tentative relationship they had in the first two films. It's very nice to have the relationship evolve over the course of a few pictures. Robert and I have always had a really great working relationship and it's nice to phase it into something new. There is still a lot of playful banter between the two, but it's less tenuous."

"There are scenes in the story between Pepper and Tony that are very emotional and loving in a fun way," adds Kevin Feige. "It was important to us that the relationship between Tony and Pepper carry through all four movies including 'Marvel's The Avengers' and it sort of reaches its pinnacle in 'Iron Man 3' in a very memorable way."

"Tony Stark is the only Super Hero who has cultivated and maintained a long-term relationship with one woman that doesn't go entirely south," concludes Robert Downey Jr. "It's more like a real relationship and that's what keeps this film interesting for Gwyneth. We address that elephant in the room this time and she has a pretty incredible arc, which is one of the things that I am most excited about."

While Pepper has become Tony's leading lady, Colonel Jim Rhodes (Rhodey) is still his best friend and biggest ally. "In all of the 'Iron Man' films, Rhodey has always been Tony's conscience," says executive producer Broussard. "He's been the guy who warns Tony about things and helps him from the sidelines. In 'Iron Man 3' we're embracing more of their friendship and you get to see why they've been best friends for so long. That new dynamic makes it more of a buddy action film when they team up together."



For Academy Award®-nominee Don Cheadle, the deeper exploration of his character's relationship with Tony was something he was happy to see. "It's great to be in a movie that has a lot of action, but the relationship between Tony and Rhodey is deepening and we're getting more of a glimpse into who each of these men really are" says Don Cheadle. "In 'Iron Man 3' you get to see how they deal with the challenges they face."

"We really wanted the character of Rhodey to be more dynamic and have his own suit or gun and really be able to match Tony's bravado and quick wit," says Robert Downey Jr. "I think Shane and Drew did a great job with infusing that into the script and it's great that Don gets to bring the character out of its shell and have some fun with it."

With the Extremis being one of the main storylines in the film, some new characters enter the cinematic world of "Iron Man," the first being Aldrich Killian, founder of the brain-trust organization AIM and played by Guy Pearce.

"We've been fans of Guy Pearce for years and wanted to cast him in almost every movie we've done," reveals producer Feige. "Aldrich Killian is a character from the comics. It was a smaller character that we have expanded in a very big way. What we always want to do in these films is to have a character that represents a certain aspect of the Tony Stark persona. Killian wants to be a mover, a shaker and a leader of industry like Tony Stark."

"Killian is an interesting character as he's somebody who came into this world with a number of physical disabilities," says Guy Pearce. "He's never been able to accept those limitations though and has spent most of his life trying to overcome them in any way he can. His tenacity and blind determination in fighting for a better life are seen by some as irritating as he often comes across as obnoxious. He just won't accept the cards he was dealt, and being as intelligent as he is, has real drive to change and become a different person."

Another new character that is entangled in the web of Aldrich Killian is Maya Hansen, played by Rebecca Hall. Maya is a brilliant scientist whose new technology and discoveries are a great asset to Killian and his AIM organization.

"Maya Hansen is an incredibly smart scientist," explains Rebecca Hall. "Some would say she is sort of a genius scientist who's developed some very cutting edge technology that is one of the principal components of the story."

For producer Kevin Feige, landing a talented actress like Hall was essential for the complex character. "We saw Rebecca Hall in a Woody Allen movie and we also saw her in 'The Town,' and she was fantastic in both films," says Feige. "She's one of the best actresses working today and it is always tough casting these movies because we have to find great actors who are willing to jump into a great ensemble of actors in our cast."

Rebecca has done an amazing job bringing out all the different layers and pathos of the character.”

One friend that Tony has always trusted implicitly is his longtime driver/bodyguard and friend Happy Hogan, played by Jon Favreau. Favreau explains how his character’s relationship with Tony Stark has evolved over the course of the films: “Where we last left it in ‘Iron Man 2,’ Happy was working for Pepper. He wasn’t Tony’s right hand man anymore. So that’s affected things for these two guys who were once very close. Before Tony was Iron Man, he was just some rich kid who was smart but really relied upon Happy to organize his life, keep him safe and keep him out of trouble. By the time present day is happening, why does Iron Man need a bodyguard? He can build robots to do anything and he’s got a suit to protect himself, so the job that Happy took so much pride in is no longer relevant.”

As with all Marvel films, there is always a tremendous amount of anticipation about what character or characters will be revealed as the villain and “Iron Man 3” continued the tradition. With so much source material to choose from, the filmmakers were happy to confirm, to the delight of the fans, that the highly anticipated character of The Mandarin would finally make his appearance after years of speculation.

“The Mandarin is unquestionably Tony Stark’s greatest enemy,” says producer Louis D’Esposito. “He is a very frightening, modern-day terrorist who has taken motifs from all over the world and it was a very cool, relevant and scary idea. So when we were casting the role we wanted somebody whose ethnicity was not specific and we also needed somebody who was a spectacular actor.”



The filmmakers got their wish when they cast Academy Award®-winning actor Ben Kingsley as The Mandarin and for Kingsley, the Marvel Universe was a completely new world that he was excited to explore as the iconic character of The Mandarin.

“The Mandarin’s motivation is to turn the pyramid of civilization as we know on its head by referring quite accurately to iconography, history and ironies that are contained in any civilized state,” explains Ben Kingsley. “He picks at them quite viciously and remorselessly to justify the correctness of his desire to destroy this particular civilization, which he considers absurd. It’s a sense of rightness, not of evil, that motivates him and he wishes to basically turn all our landmarks and the things we cling to as emblems on its head.”

THE “IRON MAN 3” EXPERIENCE

Reflecting on the journey of making Marvel’s “Iron Man 3,” Gwyneth Paltrow says, “I think this movie ends in a really unexpected way and there’s so much heart to it. It’s about discovering yourself and what’s really important. And, of course, it’s done with all the fireworks and action and excitement, but there’s real heart underneath it.”

“The most gratifying part of the journey thus far at Marvel Studios is seeing the way worldwide global movie audiences respond to these films,” says Kevin Feige. “I think people like the notion of going to see a film that fits into a broader mythological framework and ‘Iron Man 3’ continues that tradition. I think audiences will be satisfied when they see what Tony Stark has been up to.”

Sums up Robert Downey Jr., “In a way, this is the holiday season for us all as far as the ‘Iron Man’ of it all. If it never gets any better than this, I think we’ll be satisfied because this might be our best effort yet.”

