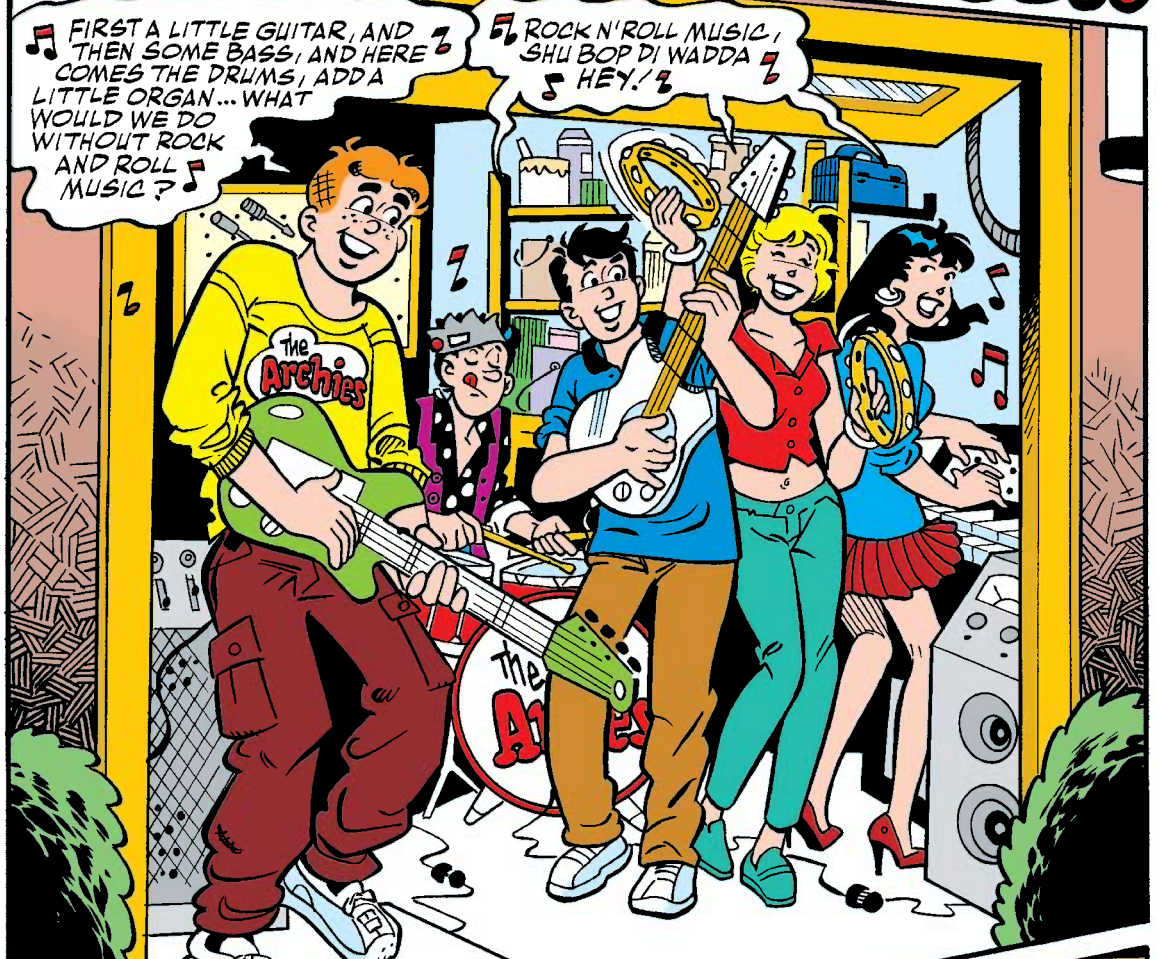


Archie ⁱⁿ RETURN TO RIVERSTOCK

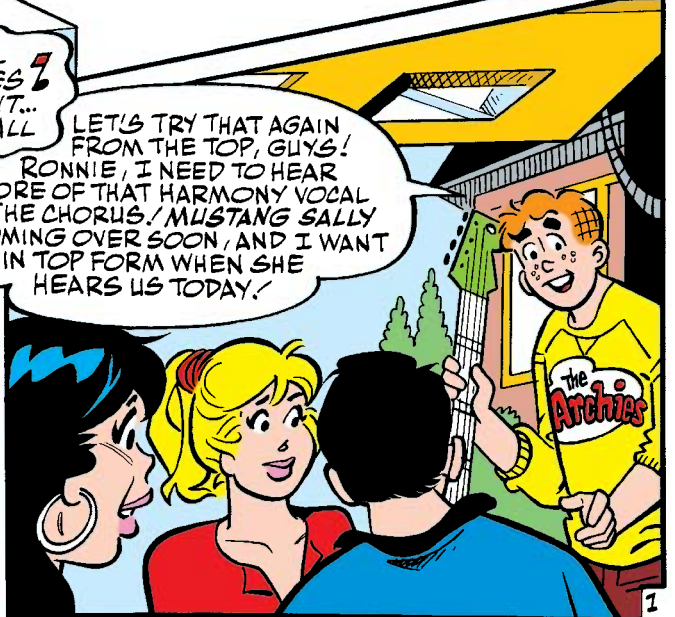
🎵 FIRST A LITTLE GUITAR, AND
 THEN SOME BASS, AND HERE
 COMES THE DRUMS, ADD A
 LITTLE ORGAN... WHAT
 WOULD WE DO
 WITHOUT ROCK
 AND ROLL
 MUSIC? 🎵

🎵 ROCK N' ROLL MUSIC,
 SHU BOP DI WADDA
 HEY! 🎵

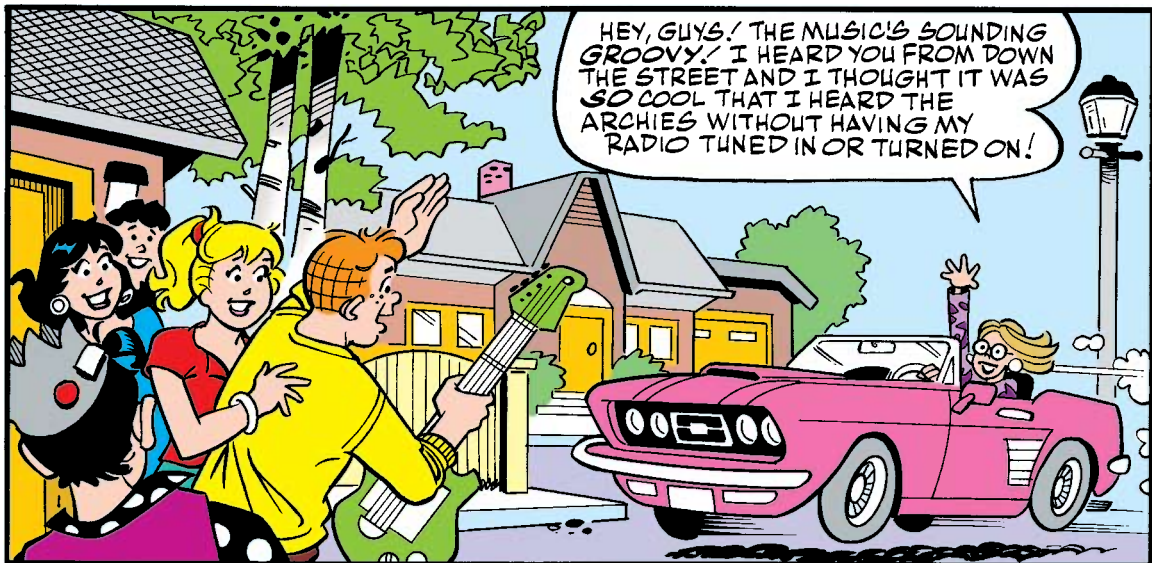


🎵 ROCK N' ROLL
 MUSIC MAKES
 YOU FEEL ALL RIGHT...
 FEEL ALL RIGHT ALL
 NIGHT!! 🎵

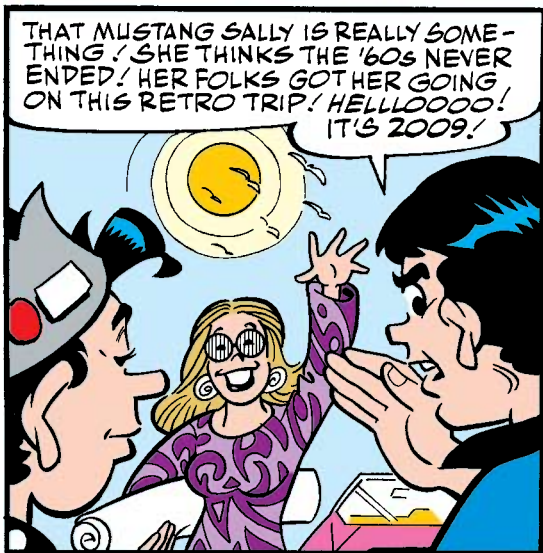
LET'S TRY THAT AGAIN
 FROM THE TOP, GUYS!
 RONNIE, I NEED TO HEAR
 MORE OF THAT HARMONY VOCAL
 ON THE CHORUS! MUSTANG SALLY
 IS COMING OVER SOON, AND I WANT
 US IN TOP FORM WHEN SHE
 HEARS US TODAY! 🎵



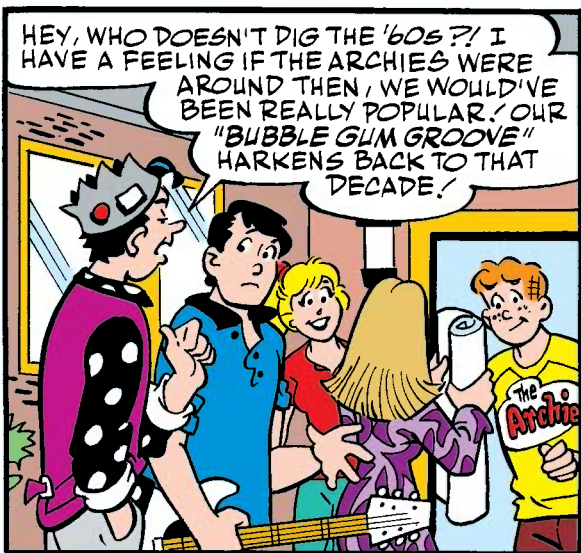
SCRIPT: HAL LIFSON PENCILS: STAN GOLDBERG INKING: BOB SMITH LETTERING: JACK MORELLI COLORING: BARRY GROSSMAN MANAGING EDITOR: MIKE PELLERITO EDITOR/EDITOR-IN-CHIEF: VICTOR GORELICK



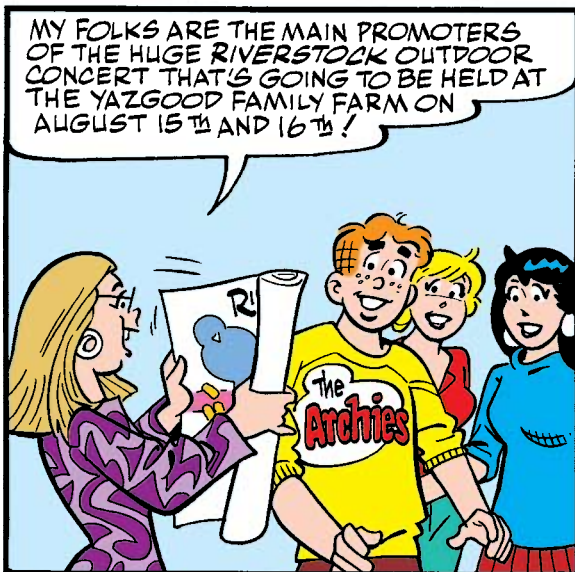
HEY, GUYS! THE MUSIC'S SOUNDING GROOVY! I HEARD YOU FROM DOWN THE STREET AND I THOUGHT IT WAS SO COOL THAT I HEARD THE ARCHIES WITHOUT HAVING MY RADIO TUNED IN OR TURNED ON!



THAT MUSTANG SALLY IS REALLY SOMETHING! SHE THINKS THE '60s NEVER ENDED! HER FOLKS GOT HER GOING ON THIS RETRO TRIP! HELLOOOO! IT'S 2009!



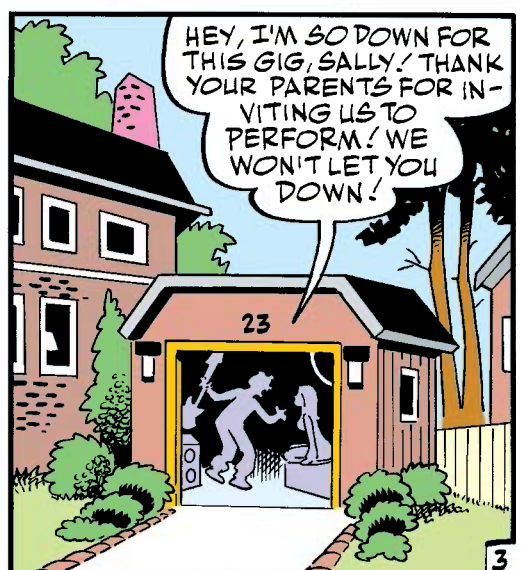
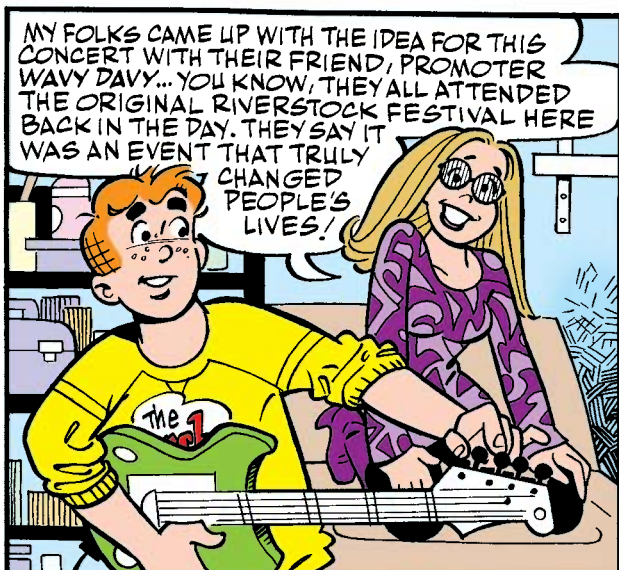
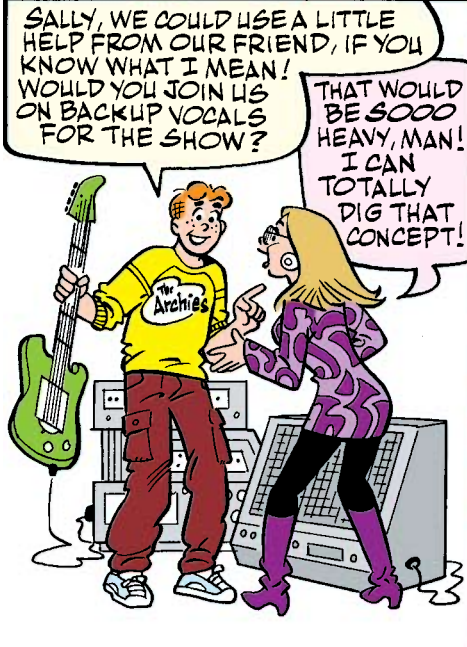
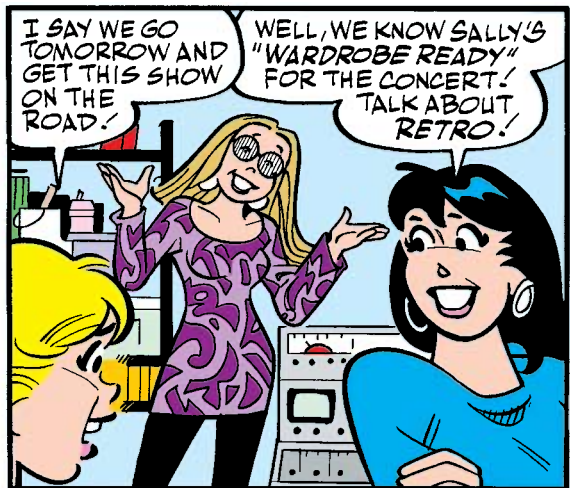
HEY, WHO DOESN'T DIG THE '60s?! I HAVE A FEELING IF THE ARCHIES WERE AROUND THEN, WE WOULD'VE BEEN REALLY POPULAR! OUR "BUBBLE GUM GROOVE" HARKENS BACK TO THAT DECADE!

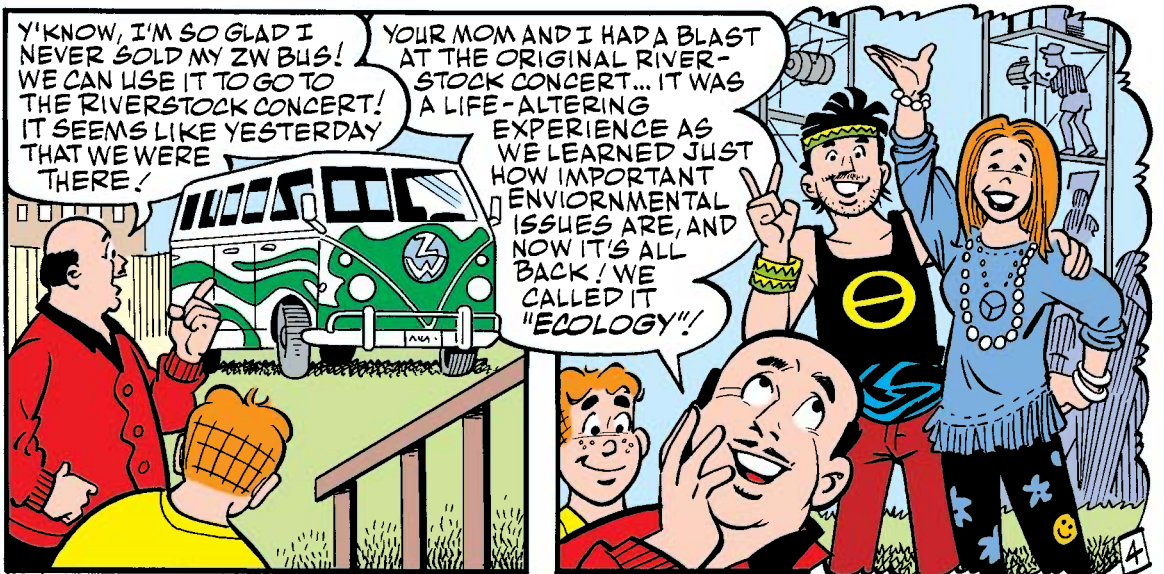
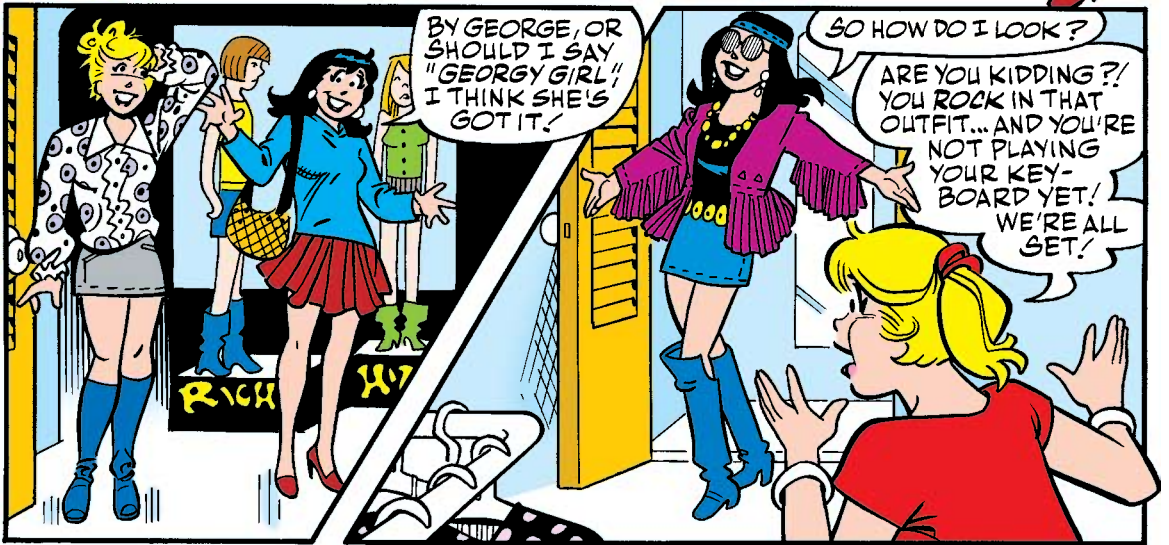
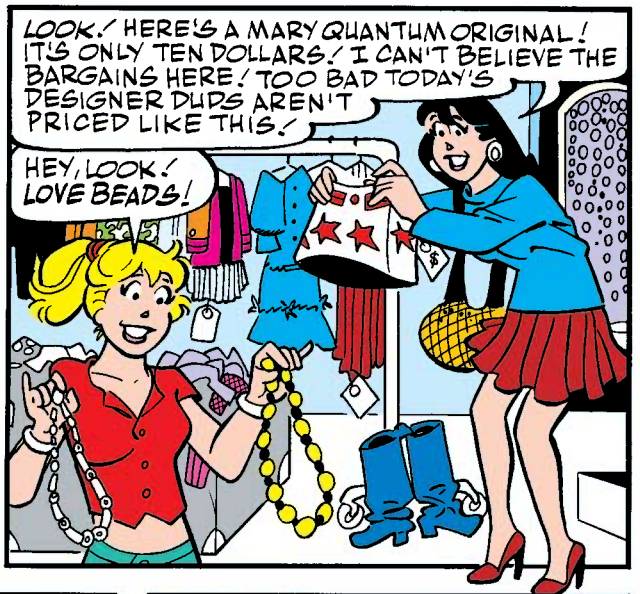


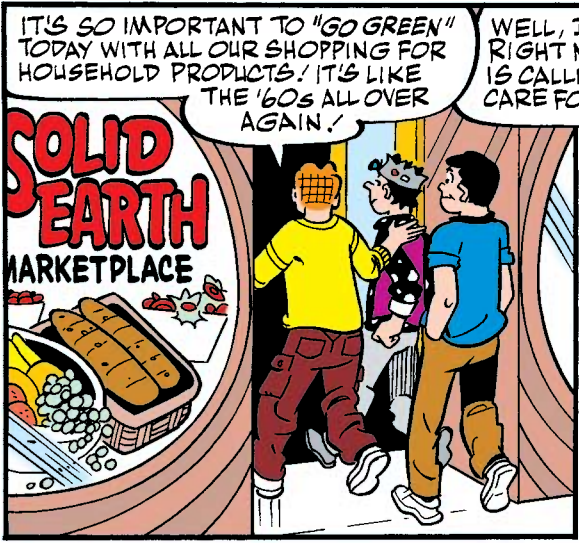
MY FOLKS ARE THE MAIN PROMOTERS OF THE HUGE RIVERSTOCK OUTDOOR CONCERT THAT'S GOING TO BE HELD AT THE YAZGOOD FAMILY FARM ON AUGUST 15TH AND 16TH!



WOW! WE WOULD LOVE TO PLAY THAT GIG!
WELL, I'M HERE TO INVITE YOU GUYS! THE ARCHIES WILL BE THE HEADLINERS OF THE SHOW! IT'S GOING TO RAISE AWARENESS FOR THE GREEN MOVEMENT, TO HELP PRESERVE OUR ENVIRONMENT!

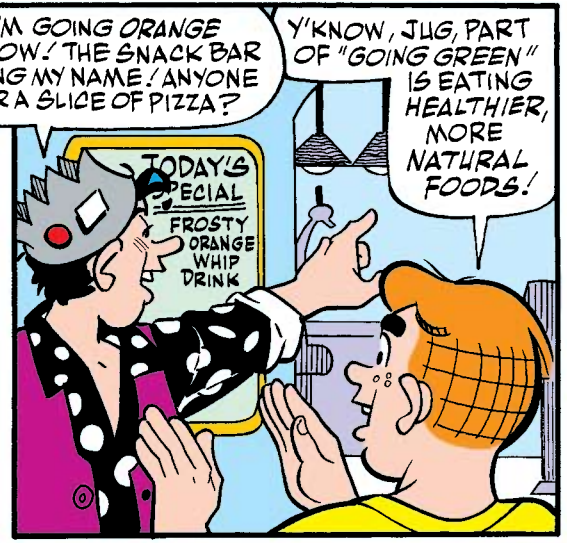






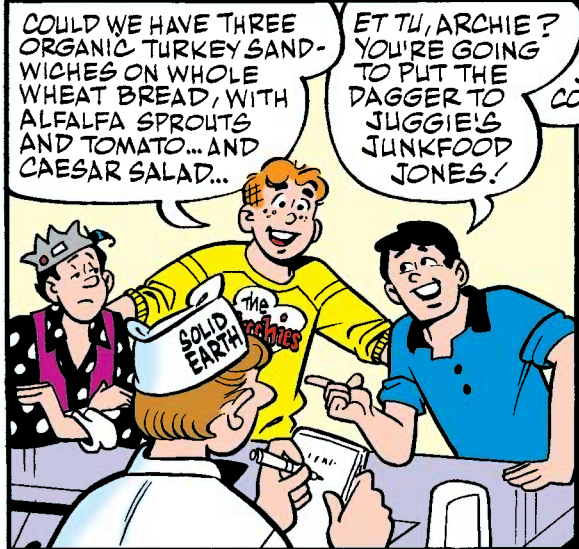
IT'S SO IMPORTANT TO "GO GREEN" TODAY WITH ALL OUR SHOPPING FOR HOUSEHOLD PRODUCTS! IT'S LIKE THE '60S ALL OVER AGAIN!

WELL, I'M GOING ORANGE RIGHT NOW! THE SNACK BAR IS CALLING MY NAME! ANYONE CARE FOR A SLICE OF PIZZA?



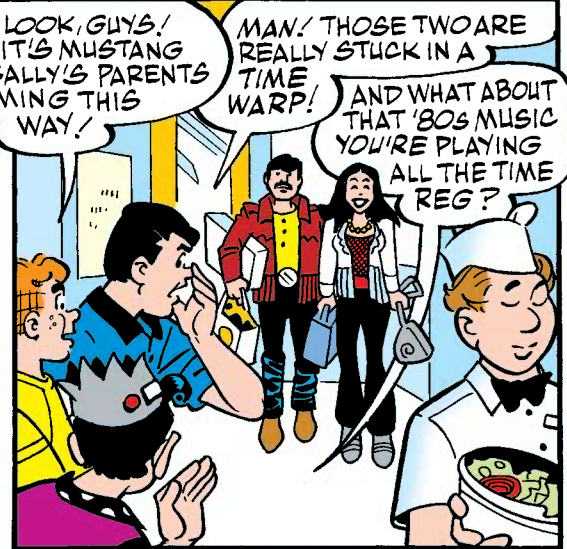
Y'KNOW, JUG, PART OF "GOING GREEN" IS EATING HEALTHIER, MORE NATURAL FOODS!

TODAY'S SPECIAL FROSTY ORANGE WHIP DRINK



COULD WE HAVE THREE ORGANIC TURKEY SANDWICHES ON WHOLE WHEAT BREAD, WITH ALFALFA SPROUTS AND TOMATO... AND CAESAR SALAD...

ET TU, ARCHIE? YOU'RE GOING TO PUT THE DAGGER TO JUGGIE'S JUNKFOOD JONES!



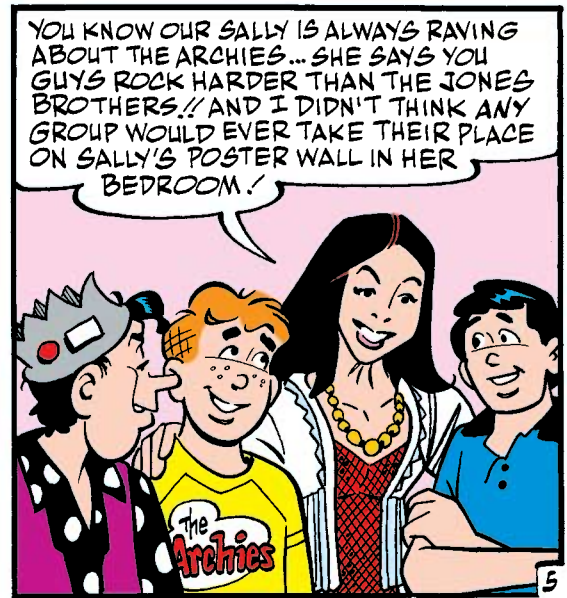
LOOK, GUYS! IT'S MUSTANG SALLY'S PARENTS COMING THIS WAY!

MAN! THOSE TWO ARE REALLY STUCK IN A TIME WARP!
AND WHAT ABOUT THAT '80S MUSIC YOU'RE PLAYING ALL THE TIME AT REG?

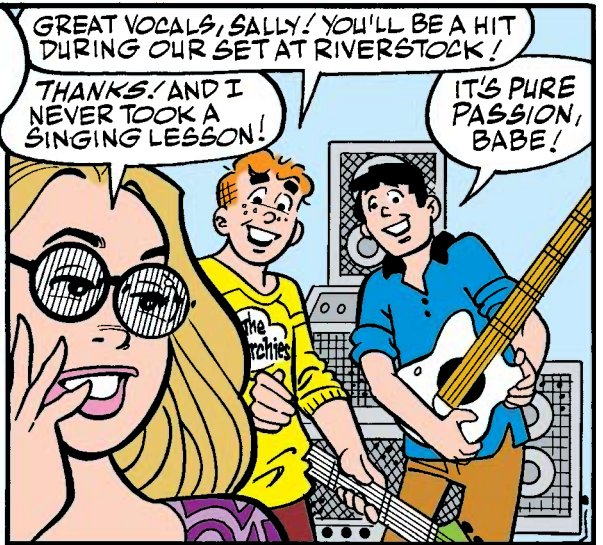
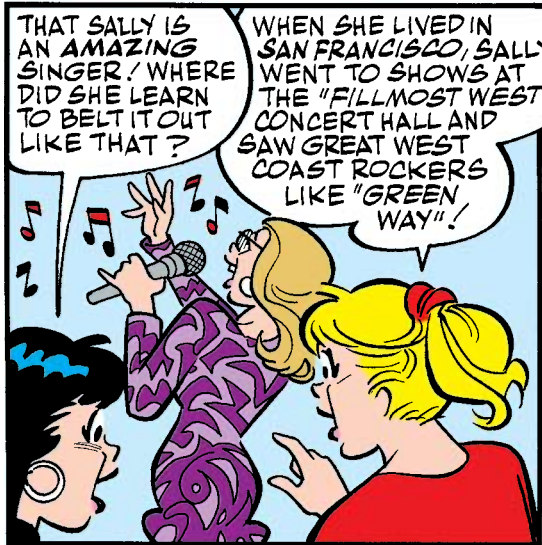
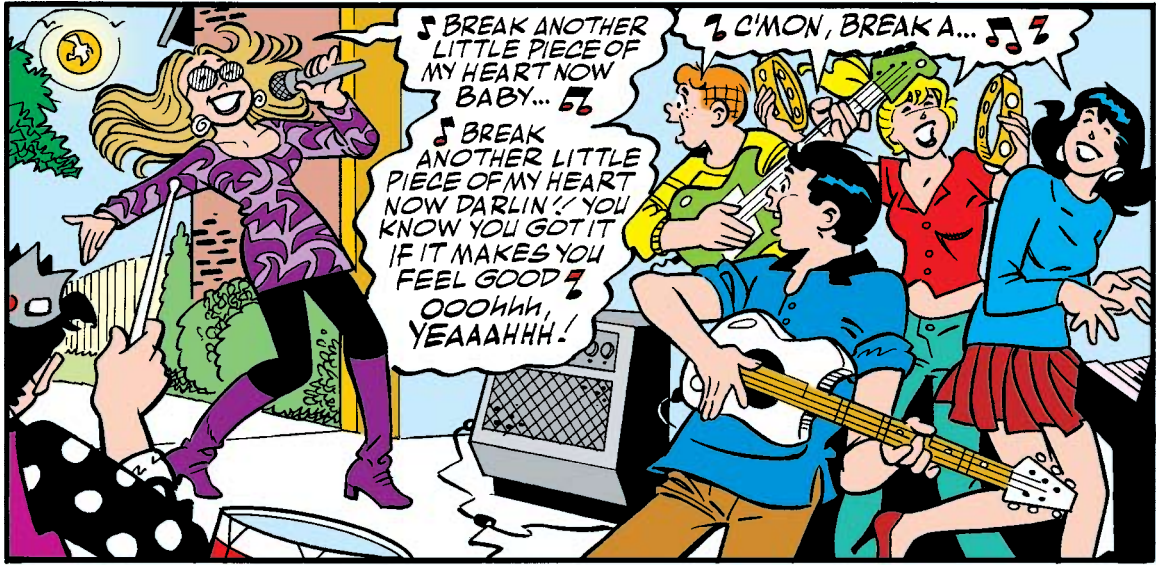


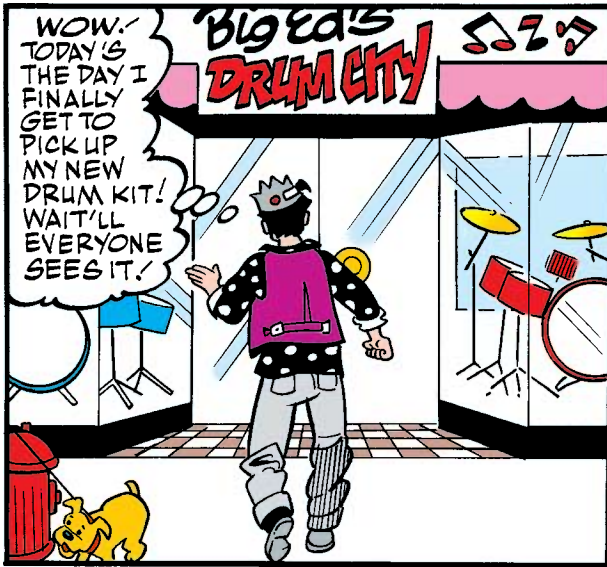
HI, MR. AND MRS. PICKETT! THANKS SO MUCH FOR INVITING US TO PLAY AT RIVER-STOCK!

DON'T MENTION IT, DUDE! AND CALL ME SONNY... AND THIS IS MY WIFE SHARI!



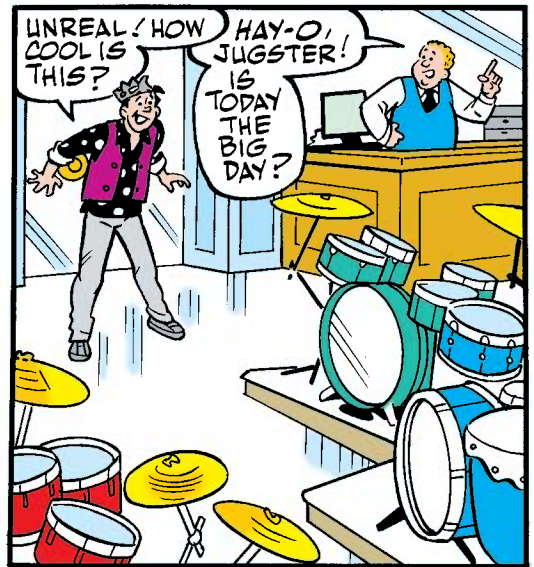
YOU KNOW OUR SALLY IS ALWAYS RAVING ABOUT THE ARCHIES... SHE SAYS YOU GUYS ROCK HARDER THAN THE JONES BROTHERS!! AND I DIDN'T THINK ANY GROUP WOULD EVER TAKE THEIR PLACE ON SALLY'S POSTER WALL IN HER BEDROOM!





WOW! TODAY IS THE DAY I FINALLY GET TO PICK UP MY NEW DRUM KIT! WAIT! LL EVERYONE SEES IT!

Big Ed's DRUM CITY

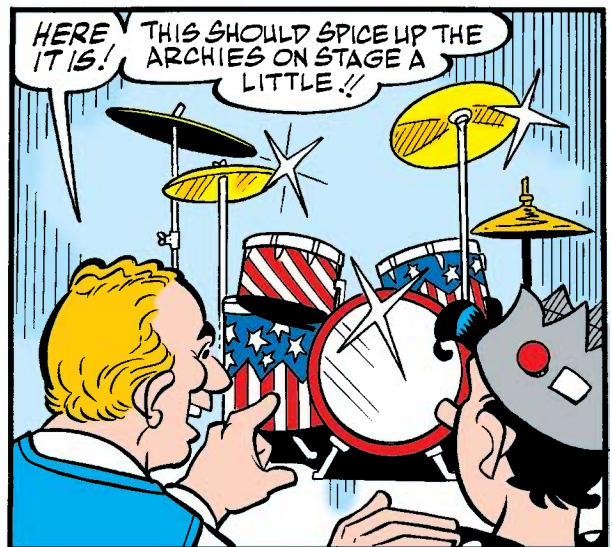


UNREAL! HOW COOL IS THIS?

HAY-O! JUGSTER! IS TODAY THE BIG DAY?



YES, FINALLY ED! I'M HERE TO PICK UP MY SPECIAL CUSTOM STARS 'N' STRIPES DRUM KIT! I'VE WORKED HARD FOR IT!

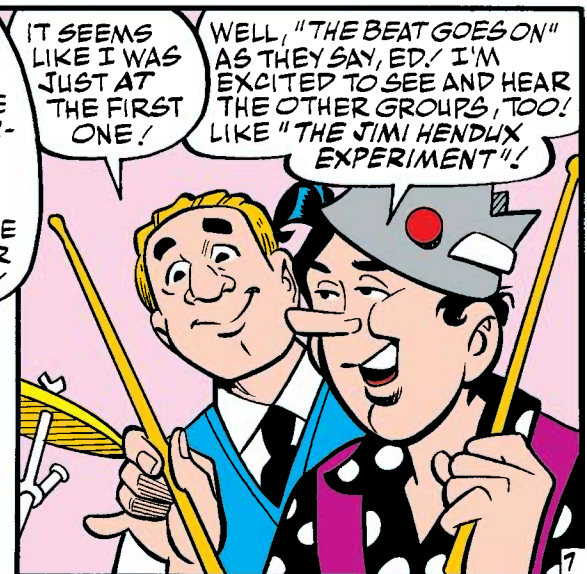


HERE! THIS SHOULD SPICE UP THE IT IS! ARCHIES ON STAGE A LITTLE!!



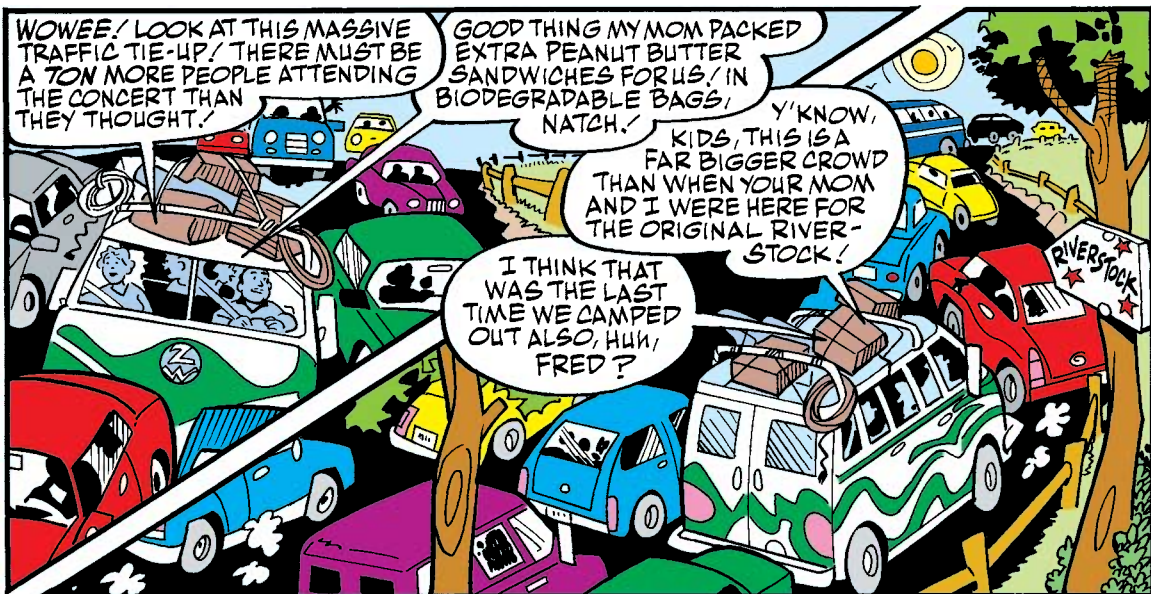
I'LL SAY! AND NOT A MOMENT TOO SOON, ED! WE'RE PLAYING THE BIG RIVERSTOCK FESTIVAL NEXT WEEK!

YOU'RE KIDDING! WOW! I'M GOING WITH MY KIDS TO THAT ONE! WE'RE CAMPING OUT OVERNIGHT... I HAVEN'T DONE THAT IN YEARS! I CAN'T BELIEVE THEY'RE HAVING ANOTHER RIVERSTOCK!



IT SEEMS LIKE I WAS JUST AT THE FIRST ONE!

WELL, "THE BEAT GOES ON" AS THEY SAY, ED! I'M EXCITED TO SEE AND HEAR THE OTHER GROUPS, TOO! LIKE "THE JIMI HENDRIX EXPERIMENT"!

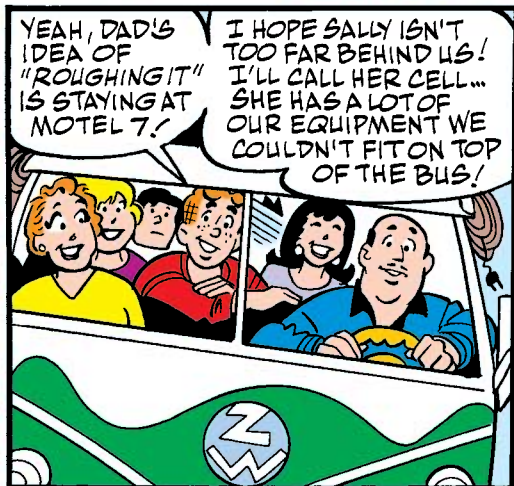


WOWEE! LOOK AT THIS MASSIVE TRAFFIC TIE-UP! THERE MUST BE A TON MORE PEOPLE ATTENDING THE CONCERT THAN THEY THOUGHT.

GOOD THING MY MOM PACKED EXTRA PEANUT BUTTER SANDWICHES FOR US, IN BIODEGRADABLE BAGS, NATCH.

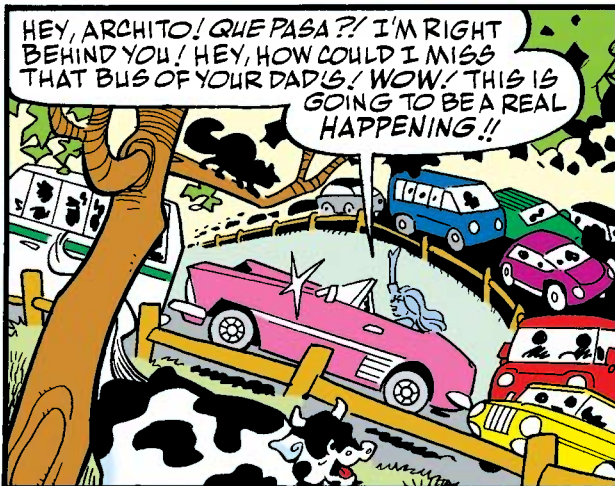
Y'KNOW, KIDS, THIS IS A FAR BIGGER CROWD THAN WHEN YOUR MOM AND I WERE HERE FOR THE ORIGINAL RIVERSTOCK!

I THINK THAT WAS THE LAST TIME WE CAMPED OUT ALSO, HUH, FRED?

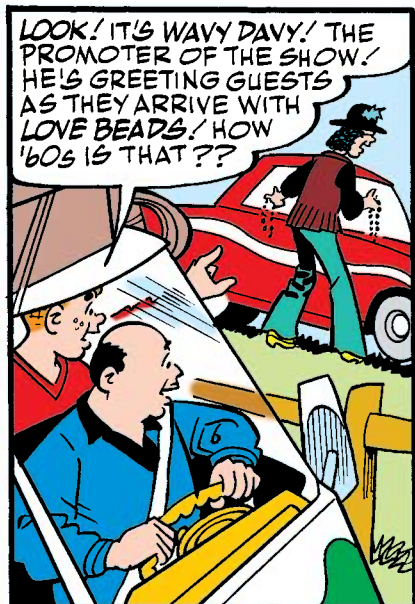


YEAH, DAD'S IDEA OF "ROUGHING IT" IS STAYING AT MOTEL 7!

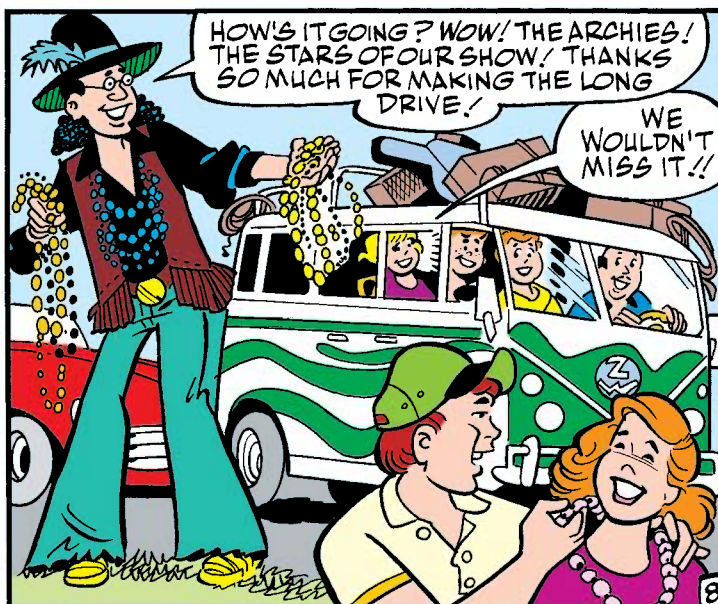
I HOPE SALLY ISN'T TOO FAR BEHIND US! I'LL CALL HER CELL... SHE HAS A LOT OF OUR EQUIPMENT WE COULDN'T FIT ON TOP OF THE BUS!



HEY, ARCHITO! QUE PASA?! I'M RIGHT BEHIND YOU! HEY, HOW COULD I MISS THAT BUS OF YOUR DAD'S. WOW! THIS IS GOING TO BE A REAL HAPPENING!!

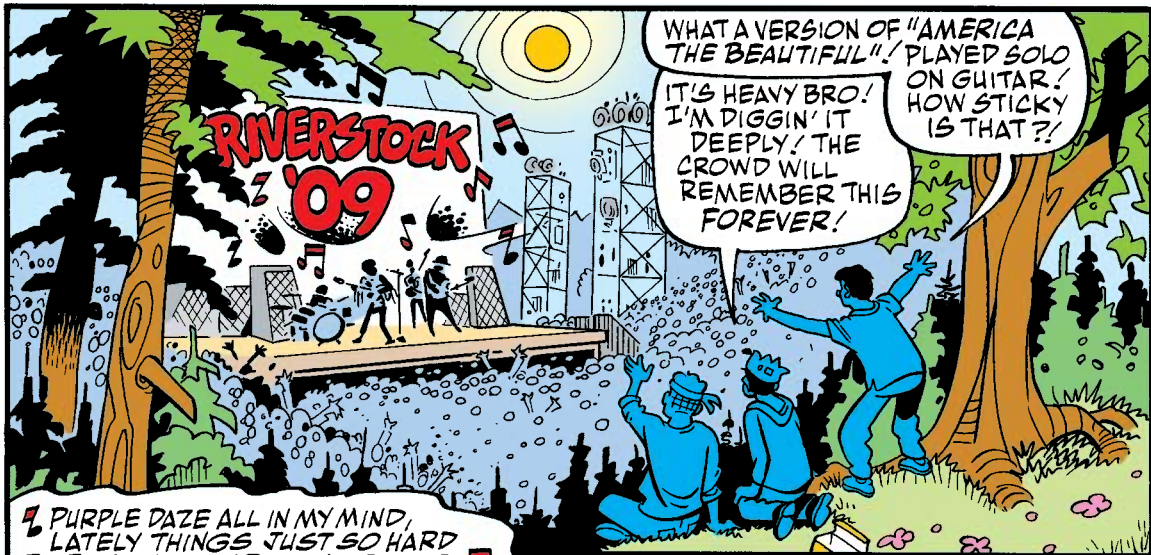


LOOK! IT'S WAVY DAVY! THE PROMOTER OF THE SHOW! HE'S GREETING GUESTS AS THEY ARRIVE WITH LOVE BEADS! HOW 'BOS IS THAT??



HOW'S IT GOING? WOW! THE ARCHIES! THE STARS OF OUR SHOW! THANKS SO MUCH FOR MAKING THE LONG DRIVE!

WE WOULDN'T MISS IT!!

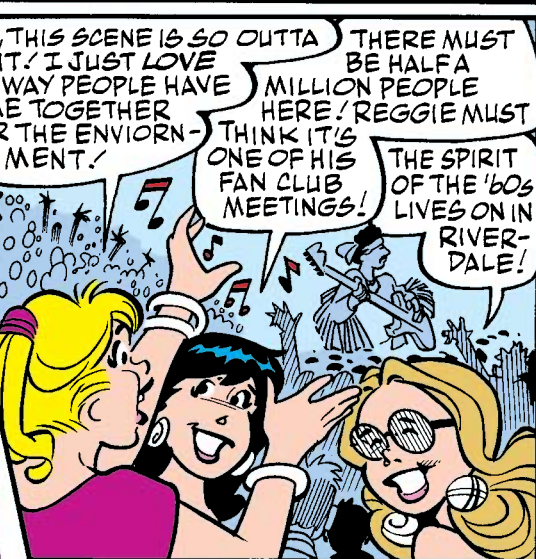


PURPLE DAZE ALL IN MY MIND,
LATELY THINGS JUST SO HARD
TO FIND, ACTIN' FUNNY I DON'T
KNOW WHY, 'SCUSE ME WHILE I
I KISS YOU GOODBYE!

MAN, THIS SCENE IS SO OUTTA
SIGHT! I JUST LOVE
THE WAY PEOPLE HAVE
COME TOGETHER
FOR THE ENVIORN-
MENT!

THERE MUST
BE HALFA
MILLION PEOPLE
HERE! REGGIE MUST
THINK IT'S
ONE OF HIS
FAN CLUB
MEETINGS!

THE SPIRIT
OF THE '60s
LIVES ON IN
RIVER-
DALE!



LET'S HEAR IT
AGAIN FOR JOSIE
AND THE PUSSY-
CATS, AND THEIR
SPECIAL GUEST
DANCERS -- "THE
PUSSYCAT
DOLLIES"
ON STAGE
WITH
THEM!

THANKS TO ALL OF YOU FOR SUPPORTING
SUCH A WONDERFUL AND IMPORTANT
CAUSE. WE NEED TO DO WHAT WE
CAN TO SAVE OUR
PLANET, AND
REMEMBER TO
RECYCLE!

TO HELP WITH THE CAUSE
WE'RE GOING TO RELEASE
OUR NEXT SINGLE "WHAT'S
NEW KITTY KAT?" ON THE
BACKS OF WHEAT
CHIX CEREAL
BOXES... YOU CUT
OUT THE CD AND
PLAY IT! NO MORE
WASTING
PLASTIC CD
CASES!

