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**NEW YORK COMIC-CON CELEBRATES NEW DATES AND
EXPANDED VENUE WITH “ONE YEAR OUT” PARTY ON
OCTOBER 8!**

**Evening Festivities Include Free Bowling, Charity “Bowl Off” Contest, Special
Announcements and Giveaways**

Registration for NYCC to go “Live” on Same Day!

Norwalk, CT, October 1, 2009: New York Comic Con (NYCC) organizers have announced that they will hold a special “One Year Out” Bowling Party on Thursday, October 8, 2009, 6:00pm – 10:00pm at Bowlmor Lanes, 110 University Place, just South of Union Square in New York City. The party, which officially kicks off the biggest NYCC ever, is an expression of thanks and gratitude to the many fans, exhibitors, press, artists, creators and other loyal participants of NYCC who have helped to make the show such a success since its debut in 2006.

“New York Comic Con is the second largest popular culture event in America as well as the second largest of *all* public events in New York City,” notes Lance Fensterman, Vice President and Show Manager for NYCC. “This is a huge accomplishment considering we are just coming up on our 5th anniversary. We owe an enormous debt of gratitude to the fans, exhibitors and creators who have made New York Comic Con an institution in such a short period of time. This celebration is in recognition of their loyal support.”

Featuring 1 hour of free bowling plus the opportunity to mingle with other fans and professionals, the One Year Out Party will be open to the public on a first come, first served basis and will include a Marvel Charity “Bowl Off” with proceeds benefiting the Comic Book Legal Defense Fund (CBLDF). Organizers note that there will be giveaways as well as special announcements revealed at the party, including exclusive news about NYCC’s first two Guests of Honor. Officials also note that registration for New York Comic Con will go “live” on the website at exactly 12 noon on October 8, 2009.

The next NYCC will be co-located with the New York Anime Festival (NYAF) and will occupy the entire Jacob K. Javits Center in New York City. The two shows, both of which are organized by the Reed Exhibitions Pop Culture Group, will take place October 8 – 10, 2010. The new fall date for NYCC and NYAF is permanent and provides a balance to the sequence of Reed's pop culture events, notably the launch of Chicago Comic and Entertainment Expo (C2E2), which will take place April 16 – 18, 2010.

“We are very excited about the schedule of our events, but we are especially excited about occupying the entire Javits Center for NYCC and NYAF,” Fensterman continues. “As the leading pop culture event on the East Coast, it is only appropriate that we take place in a facility that is recognized for holding the largest events that New York City has to offer. Our aim has always been to build a massive show which provides top quality entertainment and a productive business environment at the same time. This enables us to do that for many years to come!”

Further details as well as information on how to RSVP for the event are available on the website by visiting www.nycomiccon.com. Those wishing to attend the One Year Out Party must RSVP to guarantee entry as the party will be on a first come, first served basis. In special recognition of exhibitors and creators who have provided much of their time and effort to making NYCC a success through the years, there will also be a VIP area. For the latest news about the Reed Exhibitions Pop Culture Group, please follow the group's official blog, www.mediumatlarge.net.

ABOUT REED EXHIBITIONS POP CULTURE GROUP:

The Pop Culture Group at Reed Exhibitions owns and operates the New York Comic Con (NYCC), the Chicago Comic and Entertainment Expo (C2E2), and the New York Anime Festival (NYAF). New York Comic Con was launched in 2006 and quickly became a dominant presence in the pop culture world of public events. In 2009, 452 companies exhibited at NYCC for a total of 84,000 square feet of paid exhibit space, and it has been ranked by *Crain's New York Business* as the second-largest annual event in NYC. C2E2, which will debut April 16 – 18 at Chicago's McCormick Place Convention Center, is modeled after NYCC and will provide fans the opportunity to meet and greet their favorite writers, creators, and artists, as well as to see, hear and learn about the latest and greatest in comics, graphic novels, anime, manga, video games, toys, movies, and television. The Pop Culture Group also operates the recently-launched UFC Fan Expo in partnership with the UFC – the world's leading professional mixed martial arts organization – and it formed a strategic partnership with Penny Arcade Expo (PAX) in 2008 and will work closely with PAX on the launch of PAX East in Boston in 2010.