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VIDEO GAME INDUSTRY TO HAVE MAJOR PRESENCE AT NEW YORK COMIC CON

Leading Companies Take Booths; New Titles and Content will be Featured

Norwalk, CT, September 16, 2010: Leading companies in the video gaming industry will have a major presence at New York Comic Con (NYCC) this year. Overall, the video gaming presence at NYCC represents a 100% increase over last year and will account for 25% of all exhibitors on the show floor. Leading the way is Intel which has taken 9600 square feet at the show this year and will be featuring, among other things, Intel Extreme Masters. A pro-gamer tournament area will be set up at the Intel booth which will feature grandstand seating for enthusiasts to follow the competition in Counter-Strike 1.6, Quake Live and the newly released title StarCraft 2. The world's best gamers will be meeting to compete for \$60,200 in prize money! Other companies with booths ranging from 1500 square feet to 2000 square feet include: Square Enix, Camcom, Ubisoft, Activision and Rockstar. In addition, there will be in-depth presentations at a roster of panels providing sneak peeks and previews of new video game content and product. NYCC is scheduled to take place at the Jacob K. Javits Center in New York City, October 8 – 10, 2010.

"The video gaming portion of New York Comic Con has come into its own and represents an enormous part of our overall activity," notes Lance Fensterman, Vice President for ReedPOP and Show Manager for NYCC. "All aspects of New York Comic Con have grown dramatically this year but few areas have grown more substantially than video games. Gaming is now a recognizable element at our show with a strong fan base. As of just a few days ago, our Weekend Passes and our Weekday Passes were tracking over 250% ahead of the same time (approximately 4 weeks from the show) as last year. I am sure that a significant part of this growth may be attributed to the huge presence of video games at NYCC this year."

In addition to Intel, Square Enix, Camcom, Ubisoft, Activision and Rockstar, some other companies who will have a siginificant presence at NYCC include: Bandai, D3, Hudson Entertainment, EA, Sega, THQ, Nintendo, 38 Studios, and Gazillion. The leading panels that will be taking place over the course of the three days of convention activity include: *Marvel vs. Capcom 3*, Friday 10/8, 7:15pm – 8:15pm, Room 1A21; *Marvel Video Games*, Saturday 10/9, 10:45am – 11:45am., Room 1A06; *Trion Worlds Panel – A look at Rift: Planes of Telara and End of Nations*, Saturday, 10/9, 11:00am – 12:00pm. Room 1A21; *Marvel Super Hero Squad – Gazillion*, Saturday 10/9, 12:15pm – 1:15pm, Room 1A21; *Guild Wars 2*, Saturday 10/9, 1:30pm – 2:30pm, Room 1A21; *DCUO "Creating the Next Legend"*, Saturday 10/9, 4:00pm – 5:00pm, Room 1A21; *Future of Online Gaming*, Saturday 10/9, 5:15pm – 6:15pm, Room 1A21; *Square Enix – Check out the latest from Square Enix!*, Saturday 10/9, 6:15pm – 7:15pm, Room 1A17; *TRON: Legacy*, Saturday 10/9, 6:30pm – 7:30pm, Room 1A21; *World of Capcom 2010 and Beyond*, Sunday 10/10, 12:15pm – 1:15pm, Room 1A21.

New York Comic Con's video game programming has been composed in partnership with MMORPG.org.

Tickets for both NYCC and NYAF may be purchased at www.nycomiccon.com. Other information about the shows, as well as news about ReedPOP, which also organizes Chicago Comic and Entertainment Expo (C2E2), is available at Lance Fensterman's blog, www.mediumatlarge.net.

ABOUT REEDPOP: ReedPOP is a boutique group within Reed Exhibitions which is exclusively devoted to organizing events, launching and acquiring new shows, and partnering with premium brands in the pop culture arena. ReedPOP is dedicated to producing celebrations of popular culture throughout the world that transcend ordinary events by providing unique access and dynamic personal experiences for consumers and fans. The ReedPOP portfolio includes: New York Comic Con (NYCC), Chicago Comic and Entertainment Expo (C2E2), Penny Arcade Expo (PAX) East & West, *Star Wars* Celebration V, New York Anime Festival (NYAF), and UFC Fan Expo. The staff at ReedPOP is a fan based group of professionals producing shows for other fans, thus making them uniquely qualified to service those with whom they share a common passion. ReedPOP is focused on bringing its expertise and knowledge to world communities in North America, South America, Asia and Europe.