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**LUCASFILM AND REED EXHIBITIONS ARE PROUD TO ANNOUNCE  
STAR WARS™ CELEBRATION V**

**Celebrating the 30<sup>th</sup> Anniversary of *The Empire Strikes Back*,  
Massive Fan Event will Take Place in Orlando, Florida August 12-15, 2010;  
Registration Will Go Live Thursday, December 10**

Norwalk, CT, December 3, 2009: Commemorating the 30<sup>th</sup> Anniversary of *Star Wars*: Episode V *The Empire Strikes Back* and the ongoing, weekly adventures of *Star Wars*: *The Clone Wars*, Lucasfilm Ltd. and Reed Exhibitions' PopGroup will partner to produce what's expected to be one of the largest official *Star Wars* fan events ever – featuring cast and crew celebrities, fan-run events, costumes, music, live entertainment, screenings, autographs, collectibles, panels and sneak peaks into the future of *Star Wars*.

**Star Wars Celebration V** will take place August 12-15, 2010, at the Orange County Convention Center in Orlando, Florida. A website, [www.starwarscelebration.com](http://www.starwarscelebration.com), is dedicated exclusively to the event, and tickets to **Star Wars Celebration V** will be available for purchase online starting

Thursday, Dec. 10. As always, Celebration will bring together the best of the *Star Wars* universe in one exciting, dynamic event.

Lucasfilm Ltd launched *Star Wars* Celebrations in 1999. Since then, the official *Star Wars* “parties” have become mega events, attracting tens of thousands of loyal and devoted fans and families. To date, there have been four *Star Wars* Celebrations in America, as well as a ***Star Wars Celebration Europe*** (2007) and ***Star Wars Celebration Japan*** (2008). *Star Wars Celebration V* will be the first *Star Wars* Celebration produced jointly with Reed PopGroup, which is responsible for the successful New York Comic Con, the new Chicago Comic and Entertainment Expo (C2E2) and more.

“We’re going to have a blast commemorating the 30<sup>th</sup> anniversary of fan-favorite *The Empire Strikes Back* as we welcome an entire new generation of fans watching our animated series *Star Wars: The Clone Wars*,” said Steve Sansweet, Lucasfilm’s head of Fan Relations. “There’s no doubt that ***Star Wars Celebration V*** in Orlando will be the ‘must attend’ event for *Star Wars* fans of all ages and from all parts of the galaxy,” he added. “We’re also very excited to launch our partnership with Reed PopGroup, which has shown great expertise in running large, fun-filled events that satisfy fans, show participants, and exhibitors. We’re expecting the biggest and best Celebration to date.”

“This is an enormously exciting undertaking and a natural partnership,” said Lance Fensterman, Vice President of Reed PopGroup. “*Star Wars* is arguably the strongest brand in the pop culture world, while Reed PopGroup has established itself as a leader in creating amazing experiences for fans and customers. Additionally, Reed Exhibitions has a strong international presence and is able to create world-class events globally,” he added “We look forward to providing first-rate organizational and programming expertise for a fan-based event that is well established and already attracts an enormous audience. In tandem with Lucasfilm, I’m certain that ***Star Wars Celebration V*** will be bigger and better than ever. We look forward to many years of working with Lucasfilm.”

*Star Wars* Celebration is the official Lucasfilm convention celebrating all things *Star Wars*. The Celebrations are the biggest *Star Wars* events held, allowing friends and families to gather to have fun and celebrate their love of the Saga. From fans who first experienced *A New Hope* in theaters to kids just discovering *Star Wars* through *Star Wars: The Clone Wars*,

Celebration touches on anything and everything connected with that galaxy far, far away. The producers promise more interactive events than ever at Celebration V. Celebrity guests will sign in the *Star Wars* Celebration Autograph area as well as make presentations. The annual *Star Wars* Fan Movie Challenge prizes will be awarded and there will be a chance for budding filmmakers to get tips from more experienced ones. ***Star Wars* Celebration V** will feature scores of crowd-pleasing events that can be found *only* at an official *Star Wars* convention.

Ticketing, pricing, and exhibitor information follows:

- Tickets will be available starting Thursday, Dec. 10 via [www.starwarscelebration.com](http://www.starwarscelebration.com). Pre-sale Adult Four-Day Passes are \$120; Kids Four-Day Passes are \$50; pre-sale Thursday, Friday, and Sunday Passes are \$45; Saturday Passes are \$50; and Kids One-Day Passes are \$25. Children under six years old are admitted free.
- Limited VIP Packages are expected to be available in early 2010, with details to be announced on the website. Single or Four-Day Passes already purchased can be upgraded to VIP status as long as supplies last!
- Special hotel rates and other travel information will be announced on the website.
- Information for Exhibitors and Celebration Art Show participation at ***Star Wars* Celebration V** will start to take shape in early 2010. For information about a sponsorship or exhibiting at Celebration V please contact Larry Settembrini, Sales Manager, [lsettembrini@reedexpo.com](mailto:lsettembrini@reedexpo.com), 203-840-5321.

For the latest news on show exclusives and special announcements on featured guests and events, subscribe to the *Star Wars* Celebration Newsletter at [www.starwarscelebration.com](http://www.starwarscelebration.com). Also follow the news about Celebration V at the Official *Star Wars* site, [www.starwars.com](http://www.starwars.com). For general information and the latest news about the Reed Exhibitions' PopGroup, please follow the group's official blog, [www.mediumatlarge.net](http://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.

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