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NEW YORK COMIC CON & NEW YORK ANIME FESTIVAL REVEAL SPECIAL TICKET PACKAGES

Tickets, Special Access, Autographs, and Much More are Included in Unique Combinations!

Norwalk, CT, July 7, 2010: Officials at New York Comic Con (NYCC) and New York Anime Festival (NYAF) have today revealed their Special Ticket Packages which will go on sale via the NYCC and NYAF websites beginning July 15, 2010. General tickets to both conventions are available now and provide attendees access to the show floor, panels, screenings, autographing, and guests; however, for fans wanting additional perks, earlier access, or guaranteed seats, NYCC's and NYAF's special packages offer an array of opportunities to purchase tickets with added benefits to both shows. Ranging from general packages which supply convenience for fans who seek easy access, to reserved seating for NYAF's Saturday Night concert, to a Stan Lee Dream Package which supplies exclusive merchandise and a meet-and-greet with Stan Lee, the NYCC and NYAF Special Ticket Packages are designed to serve a wide variety of needs for fans wishing to get more from the cons.

As previously announced, New York Comic Con and New York Anime Festival will be co-located this year and will take place October 8-10, 2010 at the Jacob K. Javits Center in Manhattan. Guests include comics legends Stan Lee, John Romita, Sr., and John Romita, Jr. and Japanese bands Puffy AmiYumi and VAMPS.

"We listen to our fans and adjust our upgraded tickets every year based on attendee wants and needs," notes Lance Fensterman, Group Vice President and Show Manager for NYCC and NYAF. "This year, we've created a number of different packages in order to suit individual tastes and interests. Rather than offer a one-size-fits-all package, we've tailored multiple

packages to serve the breadth of our fanbase. We want people to have the con experience that they are looking for and these packages allow people to have the flexibility to choose the experience they want.”

NYCC and NYAF encourage attendees to buy their packages early as quantities are limited – and Special Ticket Packages have sold out in the past.

Special Access Package (limited to 350 fans) - \$150

For fans who want to be the first on the show floor, want to grab all the exclusives they can carry, and want to keep them safe and sound in a special lounge, look no further than the Special Access Package. You’ll be the first fans into the con each day, and with a separate entrance, you’ll always skip the line no matter when you come back in. Plus, the lounge and coat check will give you places to stow your swag and kick up your feet away from the masses.

- Limited Edition NYCC/NYAF Badge
- First access to the show floor
- Separate entrance to the show floor
- VIP Lounge
- VIP Coat Check
- NYCC or NYAF 2010 poster

IGN Theater Package (Limited to 100 fans) - \$300

The IGN Theater is where NYCC’s and NYAF’s biggest events will be held. From movies and television to the most prolific names from the worlds of comics and anime, it’s all in the IGN, and you won’t need to worry about waiting in line or getting in with this package. The IGN Theater Package will save you a seat for everything in our Special Events Hall all weekend long.

- NYCC/NYAF Weekend Pass
- Guaranteed seating for all events in the IGN Theater/Special Events Hall

Stan Lee Friday Experience Package (Limited to 65 fans) - \$400 per ticket

Stan “The Man” Lee. His name is synonymous with comic books. And he’s coming to NYCC. If you’re a disciple of Stan or a soldier in his Twitter army, this Experience Package will assure you time before the master. Stan’s autographings and events will become one of the biggest parts of NYCC, and with this ticket, you’ll not only get to meet Stan the Man, but you’ll get to spend some private time with only him and other VIPs. (Stan is signing both Friday and Saturday, and – as such – this package comes in Friday and Saturday varieties.)

- NYCC/NYAF Weekend Pass
- Meet-and-Greet with Stan Lee on Friday, October 8
- Autograph from Stan Lee
- Stan Lee PopFun Collector’s Glass
- Signed Stan Lee and J. Scott Campbell Lithograph
- Guaranteed seating in all of Stan Lee’s panels

Stan Lee Saturday Experience Package (Limited to 65 fans) - \$400 per ticket

- NYCC/NYAF Weekend Pass

- Meet-and-Greet with Stan Lee on Saturday, October 9
- Autograph from Stan Lee
- Stan Lee PopFun Collector's Glass
- Signed Stan Lee and J. Scott Campbell Lithograph
- Guaranteed seating in all of Stan Lee's panels

NYAF Concert and Masquerade Experience (Limited to 200 fans) - \$150 per ticket

The New York Anime Festival will present a concert on Saturday night featuring a Japanese voice actress you may have heard of. We'll be announcing her name in the coming days, but start getting ready now. She has performed voices and songs in over 40 anime series, and with this package, you're guaranteed to hear her voice as she sings some of her favorite songs Saturday night at NYAF. And, not only does this ticket include reserved seating for her concert, but it also guarantees seating for the Masquerade following the performance!

- NYAF/NYCC Weekend Pass
- Guaranteed, reserved seating for NYAF Concert, Saturday night in the IGN/Theater/Special Events Hall
- Guaranteed, reserved seating for the Masquerade, Saturday night in the IGN Theater/Special Events Hall

Special Ticket Packages go on sale on July 15th at 12 Noon EST. Standard tickets for NYCC and NYAF are already available and may currently be purchased at www.nycomiccon.com or www.nyanimefestival.com. Other information about the shows, as well as news about ReedPOP, which also organizes *Star Wars* Celebration, is available via the Show Director 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.