



KEY EXHIBITORS TO PARTICIPATE IN C2E2; MORE THAN 250 ARTISTS LINED UP FOR ARTIST ALLEY

All New Free Shuttle Bus Service will Provide Downtown Transportation to C2E2!!

Norwalk, CT, February 14, 2011: Major companies who help shape and define the pop culture universe will once again participate in the Chicago Comic and Entertainment Expo (C2E2). According to officials, many of the exhibitors and partners who have a significant stake in New York Comic Con will also have a major booth presence in Chicago and will be bringing many of their top artists and creators to meet and greet the thousands of fans who will be in attendance. Both C2E2 and NYCC are owned and operated by ReedPOP, a boutique group within Reed Exhibitions exclusively devoted to organizing events in the pop culture arena.

Also, for the first time this year, C2E2 will be providing free shuttle bus service to the convention facility from several key downtown locations including Graham Crackers Comics at 77 East Madison and the Hard Rock Cafe at 63 West Ontario. The shuttle service is designed to encourage “inside The Loop” participation at C2E2 by making it easy to get to McCormick Place. The readily available service to the convention center will add even more attendees to a show floor that will already be full of activity. To avoid lines, organizers encourage fans to purchase their tickets online and arrive early! Information about shuttle routes with times and additional pick up locations is available at the C2E2 website.

As noted, the show floor will be filled with exhibitors and merchandise, but organizers note that the show floor will be crammed with other activity for convention-goers, too. Over 250 artists have signed up to participate in Artist Alley, and other exhibitor hall features include Ink-Fusion, The Variant Stage, Electronic Arts Console Free Play, and Autographing. Ink-Fusion is the official tattoo organizer of C2E2, and they will once again be on hand and accepting appointments for some of their top tattoo artists. The Variant Stage provides a unique opportunity to see live entertainment on a continuous basis all day long for the entire three days

of the show, including interactive programming, music, costume contests, and geek comedy performances. Electronic Arts's Console Free Play will include over 20 Xboxs allowing fans to play a selection of upcoming titles. Finally, the Autographing Area will be a place fans can meet media guests including Jon Bernthal, Tahmoh Penikett, and Steve Gonsalves.

"We had a great inaugural show last year and we plan to have an even greater show this year," notes Lance Fensterman, Group Vice President for ReedPOP and Show Manager for C2E2. "Our exhibitor base is fantastic with all the key players in place and taking large booths. Our programming is evolving daily and we have some major guest announcements still to make. The show floor will be totally packed with merchandise, artists, creators and a range of activities to suit all the needs and interests of our many fans."

Some of the larger and notable exhibitors who will be participating in C2E2 include: DC (2500 ft.), Marvel (2500 ft.), Electronic Arts (800 ft.), Graham Crackers Comics (800 ft.), Archaia Entertainment (600 ft.), Dark Horse (600 ft.), Avatar Press (400 ft.), South Peak Games (NEW! 400 ft.), and Ugly Dolls (NEW! 400 ft.). C2E2 will occupy the West Building at McCormick Place Convention Center, March 18 – 20, 2011.

A few of the previously announced guests from the world of comics who will be appearing at C2E2 include: Brian Michael Bendis, Paul Cornell, Tony Daniel, Garth Ennis, Matt Fraction, Adam Hughes, Doug Mahnke, Tony Moore, Joe Quesada, Ivan Reis, Scott Snyder and Bill Willingham.

Customers interested in signing up for Chicago Comic and Entertainment Expo should contact Larry Settembrini at lsettembrini@reedexpo.com. Tickets for C2E2 may be purchased at www.c2e2.com. Other information about the show, as well as news about ReedPOP, 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.

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