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NEW YORK COMIC CON ANNOUNCES FIRST ROUND OF GUESTS!

Comics Are “Heart and Soul” of Convention!

Norwalk, CT, July 9, 2010: New York Comic Con (NYCC) has today announced its first major round of comic guest appearances at this year’s show which will take place at the Jacob K. Javits Center in New York City, October 8 – 10, 2010. Convention officials note that while the final NYCC guest list will span the pop culture universe, including authors, writers, film actors and directors, by far the largest contingent of guest appearances will be from the world of comics. A few of the many guests who have been revealed in today’s announcement include: Adam Hughes, Steve McNiven, Steve Epting, Bob Layton and Greg Pak. Organizers note that Adam Hughes was also a guest at NYCC in 2008. Hughes has drawn for DC Comics, Marvel Comics, Dark Horse Comics, and many other companies, and he has also done work for Lucasfilm and Warner Bros. He is currently working on many projects, including a hardcover collection of his work for DC Comics.

In separate announcements, NYCC organizers have revealed that Stan Lee will be this year’s “Spotlight” Guest of Honor at New York Comic Con and John Romita and John Romita, Jr. will be appearing together as Keystone Guests of Honor at the show.

“While New York Comic Con has certainly grown and evolved in new directions over the past five years, we remain a show which is dedicated to providing a home for the absolute best and most respected comic book talent,” notes Lance Fensterman, Vice President for ReedPOP and Show Manager for NYCC. “Comics are the heart and soul of NYCC and we are enormously grateful to all the leading comic book celebrities who make themselves available to the thousands of fans who attend our show.”

To date, the comic creators who will be participating in NYCC include: **Amanda Conner * Ryan Dunlavey * Steve Epting * Michael Golden * Adam Hughes * Bob Layton * Steve McNiven * Greg Pak * Jimmy Palmiotti * Khoi Pham * Whilce Portacio * Ivan Reis * Allison Sohn * Ben Templesmith * Mark Texeira * Peter Tomasi * Jim Valentino * Fred Van Lente * Renee Witterstaetter ***

For more information about each of the guests including bios and photos please go to:

www.newyorkcomiccon.com/en/NYCC/Guests/. As previously announced, the 2010 New York Comic Con will now be co-located with the New York Anime Festival (NYAF) and will occupy the entire Jacob K. Javits Center in New York City. Tickets for 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.