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SINGAPORE TOY, GAMES & COMIC CONVENTION ANNOUNCES FIRST GUESTS AND PARTNERS

STGCC provides fans access to East and West pop culture icons through content, buzz and partnerships

Singapore, July 20, 2010: Reed Exhibitions, the world's leading organizer of trade and consumer events, confirmed today the first guests and partners for the 2010 Singapore Toy Games, & Comic Convention (STGCC). The event, taking place December 10-12 at the Suntec Singapore International Convention and Exhibition Centre, is being co-produced by Reed's Singapore office as well as ReedPOP in the USA -- the team behind events including the New York Comic Con, New York Anime Festival, and *Star Wars* Celebration. STGCC's inaugural guests include comic book illustrators Salvador Larroca and Giuseppe Camuncoli, cartoonists Phil Ortiz and Phil Yeh, and apparel, toy, and art designers Simone Legno. Additionally, Animax will serve as a key partner, not only promoting and featuring highlights of this event with over 40+ million Animax viewers across Asia but also presenting screenings and premieres at the convention as well as a unique opportunity for youths in Southeast Asia to become famous.

Illustrators Salvador Larroca and Giuseppe Camuncoli will be sketching and speaking about their works for Marvel Comics at STGCC. Larroca has worked on many popular characters including Captain America, Iron Man and Fantastic Four in *Heroes Return*. He has also worked on titles including *Uncanny X-Men*, *Spider-Man* and *Elektra*. Larroca is collaborating with Matt Fraction on *The Invincible Iron Man*. Camuncoli, also known as Cammo, has worked on titles including *The Incredible Hulk*, *Spider-Man's Tangled Web* and *X-Infernus* among others. Currently, he is now at work on the Marvel hit *Dark Wolverine*, written by Daniel Way and Marjorie Liu. Larroca comes to STGCC from Spain, and Cammo will be traveling from Italy, both through the assistance of Marvel Comics.

"This announcement kicks-off an exciting string of guests we are lining-up for STGCC 2010. Fans will be able to meet and engage with the creators of their heroes and villains on a personal level through autographing opportunities and panels, including interview sessions at STGCC," said Ms Huileng Yeow, Project Director. "Through partnerships with publishers, associations and the community that we have been cultivating in the past few months, we are confident of delivering a broad range of content for Asian fans."





In addition to Larroca and Cammo, cartoonists Phil Ortiz and Phil Yeh will be attending STGCC with the charitable organization Cartoonists Across America & the World. And Animax will serve as STGCC's official media broadcast partner for the region.

Vice President and General Manager of Animax Asia Gregory Ho shared, "We are delighted to be involved with STGCC for the 3rd year running and with the involvement of Reed Exhibitions, we have no doubt that this year will be even bigger and more exciting than ever before as there is tremendous effort and investment by Reed Exhibitions to curate a meaningful and interesting coterie of guests and personalities. Not only will Animax be offering fans sneak peeks and premiere screenings including the highly anticipated anime *Nurahiyon no Mago*, Animax will also be collaborating with Reed to offer Southeast Asian youths a very unique opportunity to become TV host presenters on the channel in a regional competition that culminates in a grand finale at STGCC. Stay tuned for more details coming soon!"

Toy collectibles and exclusives from Tokidoki, Devil Robots, Uglydolls, Bearbricks and Blythe among others will be available at STGCC, and toy fans will also be able to meet designers including Tokidoki's Simone Legno.

"The level of interest has certainly picked up on the back of a strong economic recovery in Asia, especially in Singapore. STGCC will be a wonderful opportunity for toy designers, game developers and comic publishers from the US, North Asia and Europe to meet and build a whole new world of fans in Asia. We will continue to carefully create a fusion of East meets West pop culture elements in close collaboration with our partners to develop a new currency of cool for Asia," concluded Ms Yeow.

STGCC will take place from December 10-12, 2010 at the Suntec Singapore International Convention and Exhibition Centre (www.suntecsingapore.com). Advanced ticket sales will be available starting in August 2010. To reserve tickets now, please email iwantstgcc@reedexpo.com.sg. For more information about STGCC, please visit www.singaporetgcc.com.

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ABOUT REED EXHIBITIONS

Reed Exhibitions is the world's leading events organizer, with over 440 events in 36 countries. In 2009 Reed brought together over six million active event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East and Asia Pacific, and organized by 35 fully staffed offices.

Reed organizes a wide range of events, including trade and consumer exhibitions, conferences and meetings. Its portfolio of over 440 events serves 44 industry sectors, including:

Aerospace & aviation, automobiles, beauty & cosmetics, broadcasting, building & construction, electronics, energy, oil & gas, engineering & manufacturing, food service & hospitality, gifts, healthcare, interior design, IT & telecoms, jewellery, life science & pharmaceuticals, machinery, marketing, business services & training, medical education, printing & graphics, security & safety, sports & recreation, travel.

Working closely with professional bodies, trade associations and government departments Reed ensures that each and every event is targeted and relevant to industry needs. As a result, many Reed events are market leaders in their field.

Reed Exhibitions is part of Reed Elsevier Group plc, a FTSE-100 company and world-leading publisher and information provider. In 2009, Reed Elsevier made an adjusted profit before taxation of £1,279 million on turnover of £6,071 million.

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 & 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. (www.reedpop.com)

ABOUT SINGAPORE TOY, GAMES & COMIC CONVENTION

The Singapore Toy, Games & Comic Convention combines the best of pop culture from East and West to Asia, uniting the worlds of comics, anime, toys, collectibles and games. It is the pre-eminent event in the Asian market that fits with other shows in the Reed pop culture portfolio, including New York Comic Con (NYCC), the Chicago Comic and Entertainment Expo (C2E2), *Star Wars* Celebration and New York Anime Festival.

STGCC will reach out to a whole new world of fans in Asia and opens a vast market with exciting opportunities for companies to break into the Asian market and/or reinforce a growing presence. Fans will experience a showcase of pop culture's coolest and latest products, and be thrilled by personalities and characters from the worlds of superheroes, villains and realms of fantasy.

STGCC takes place alongside the Asia Television Forum (ATF) which runs from December 8 to 10. ATF is Asia's leading content market, where international TV content sellers meet Asia's broadcasting industry. This pairing presents unprecedented business opportunities for trade and consumer audiences.

STGCC's vision is to deliver quality content and spread the currency of cool in Asia and aims to be the leading catalyst for the pop culture industry.

ABOUT NEW YORK COMIC CON

New York Comic Con is the East Coast's biggest and most exciting popular culture convention. Our show floor plays host to the latest and greatest in comics, graphic novels, anime, manga, video games, toys, movies, and television. Our panels and autograph sessions give fans a chance to interact with their favorite creators. Our screening rooms feature sneak peeks at films and television shows months before they hit either big or small screens. And with dedicated professional hours, New York Comic Con is a market place, bringing together the major players in the entertainment industry. New York Comic Con is the second largest pop culture convention in America and the only one that takes place in the comic book, publishing, media, and licensing capital of the world -- Gotham City. (www.newyorkcomiccon.com)

