



FOR IMMEDIATE RELEASE
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NEWSARAMA & NEW YORK COMIC CON
SPONSOR *PLANET HULK* EVENT;

FAN SITES AND BLOGS ARE INVITED TO
SHARE IN PARTICIPATION AND COVERAGE!!!

Norwalk, CT, January 12, 2010: On Thursday, January 14th, Newsarama and NYCC will co-sponsor a unique comic book event, - a bi-coastal screening and panel celebrating the debut of the Planet Hulk animated feature, featuring the first full screening of the highly-anticipated film. And in unprecedented fashion, Newsarama and NYCC will be bringing the event into the homes of Hulk fans around the world.

Newsarama and NYCC will present the Planet Hulk screening and panel at The Paley Center in New York City and LA, and digitally they'll premiere the first official extended clip from the movie, followed by live, real time coverage of both the New York and Los Angeles panels. And they'd like to invite fans everywhere with a comic book, film, animation, or genre entertainment related website, blog or forum to share in the coverage.

Any fan with a website, large or small, will be able to stream this exclusive scene during its online premiere and follow along with the New York and LA panels in real time, debuting the clip and the coverage simultaneously with Newsarama.com, NewYorkComicCon.com and other participating websites.

Already confirmed to participate in the event's coverage is the popular ComicsAlliance.com, part of AOL's "Asylum" network of websites.

"Online coverage of this very special event really called for a unique approach, so we'd like to invite any website or blog with readers interested in this much-anticipated movie to fully share in the clip's debut and the live reporting from the panels," said Newsarama Founder and Senior Editor Michael Doran.

"We are very excited to team up with Newsarama on this online event. This new approach to accessing events and premieres is truly unparalleled in a time when most entertainment websites are looking for 'scoops' and 'exclusives'. We are always looking for ways to bring content to fans and couldn't be more pleased than to share the Planet Hulk scene and panel across the country and around the globe," remarked Lance Fensterman, New York Comic Con Show Manager.

The Planet Hulk scene and then subsequent live panel coverage will be published via the popular "Coveritlive" event coverage/live blogging software. Websites interested in premiering the coverage along with Newsarama and NYCC need to simply publish a page that includes the "Coveritlive" html code.

To be a part of this global, digital event, send an email to planethulk@nycomiccon.com before 12am EST on Thursday, Jan. 14 with your website's name, URL, and short description. Websites will receive the code for the Planet Hulk digital broadcasts later in the day on Jan 14. Digital coverage of the NYC event begins at approximately 8pm EST/5pm PST. Online coverage of the LA event starts at approximately 11pm EST/8pm PST.

For more details about the bi-coastal Planet Hulk event, please visit <http://www.newsarama.com/film/091223-planet-hulk-event-tickets.html> and look for announcements about the Planet Hulk panel guests and moderators at Newsarama.com and www.newyorkcomiccon.com very soon.

ABOUT NEW YORK COMIC CON:

New York Comic Con is the East Coast's biggest and most exciting popular culture event. An

enormous show floor plays host to top entertainment industry leaders showcasing the latest and greatest in comics, graphic novels, anime, manga, video games, toys, movies, television, and more. New York Comic Con gives attendees access to top entertainment industry talent, panels, and autograph sessions as well as sneak peaks and at upcoming television shows and motion pictures. And with dedicated professional hours, New York Comic Con is a market, bringing together the major players in the worlds of comics, film, and television. New York Comic Con is the biggest popular culture event on the East Coast and the only one that puts attendees and professionals in the core of pop culture, media, and licensing in the most exciting city in the US -- the birth place of comics -- Gotham City. Further information can be found at www.newyorkcomiccon.com. The next New York Comic Con is October 8-10, 2010 at the Jacob Javits Center.