

CONTACT: Roger Bilheimer (203) 966-0792

TimetoPlayMag.com and New York Comic Con to Form Partnership

New Toy Pavilion and Popular Kid's Day Events Will Be Focus of Cooperative Venture

Norwalk, CT, February 9, 2010: Organizers of New York Comic Con (NYCC) have announced a partnership with TimetoPlayMag.com which will significantly enhance the presence of toys and toy manufacturers at the show, as well as build on massive entertainment and programming opportunities devoted to kids and their parents. TimetoPlayMag.com, a popular destination website which provides information, entertainment, and services on what's fun for children and their families, will be a sponsor of a major new toy pavilion which NYCC organizers plan to launch in 2010. TimetoPlayMag.com will also work closely with NYCC organizers to promote the convention's enormously popular Kid's Day, which takes place on the last day of the show (Sunday), and which attracted 6,000 kids in 2009. New York Comic Con will take place October 8 – 10, 2010 at the Jacob K. Javits Center.

"We embrace every aspect of pop culture at New York Comic Con, and toys are a huge part of that culture," notes Lance Fensterman, Vice President of the Reed Pop Culture Group and Show Manager for NYCC. "Our Fall date for NYCC means that we come just before the holiday selling season and so we want to provide our fans the opportunity to see, touch and feel the latest in toys and to preview what's coming. TimetoPlay.com is the perfect partner for us as they will not only be instrumental in helping us establish relationships in the toy market as we seek to launch our huge new Toy Pavilion, but they will also help us reach new heights as we seek to make Kid's Day at NYCC bigger and better than ever!"

"Toys have always been a hit with the attendees at New York Comic Con and through our partnership with The Pop Culture Group we look forward to increasing the toy industry's presence at one of NYC's biggest events," said Jim Silver, editor in chief, TimetoPlayMag.com.

Toy companies who might be interested in participating in the new toy pavilion should contact Larry Settembrini, 203-840-5321, lsettembrini@reedexpo.com.

ABOUT TIMETOPLAYMAG.COM: One of the most highly trafficked family-friendly websites, www.TimetoPlayMag.com offers parents and gift givers comprehensive content including hundreds of toy reviews and recommendations; hot toy lists and editors' picks; a product/gift finder; informative and amusing blog entries from leading toy, family entertainment and parenting experts; seasonal stories; safety tips and recall information; daily giveaways of in demand toys and more.

Every week the Time to Play team can be found talking about the best items hitting the toy aisle on MOMTV.com during the *Time to Play with Jim & Chris* live show and on the Direct TV Resort & Residence Channel during the *Time to Play* show.

On Feb 24, 2010 the team will launch Time to Play "Live," a virtual game show that parents across America can play together as they answer toy and entertainment trivia to win exciting prizes. Jim and Chris will be on site at NY Comic Con this fall to bring a version of Time to Play "Live" to attendees.

ABOUT REED EXHIBITIONS POP CULTURE GROUP: The Pop Culture Group at Reed Exhibitions owns and operates the New York Comic Con (NYCC), the Chicago Comic and Entertainment Expo (C2E2), and the New York Anime Festival (NYAF). New York Comic Con was launched in 2006 and quickly became a dominant presence in the pop culture world of public events. In 2009, 452 companies exhibited at NYCC for a total of 84,000 square feet of paid exhibit space, and it has been ranked by *Crain's New York Business* as the second-largest annual event in NYC. C2E2, which will debut April 16 – 18 at Chicago's McCormick Place Convention Center, is modeled after NYCC and will provide fans the opportunity to meet and greet their favorite writers, creators, and artists, as well as to see, hear and learn about the latest and greatest in comics, graphic novels, anime, manga, video games, toys, movies, and television. The Pop Culture Group also operates the recently-launched UFC Fan Expo in partnership with the UFC – the world's leading professional mixed martial arts organization – and it formed a strategic partnership with Penny Arcade Expo (PAX) in 2008 and will work closely with PAX on the launch of PAX East in Boston in 2010.