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STARFISH CREATIVE EVENTS FORMS PARTNERSHIP DEAL WITH NEW YORK COMIC CON AND CHICAGO COMIC AND ENTERTAINMENT EXPO

LOS ANGELES, CA [AUGUST 31, 2009] – Starfish Creative Events, Inc. (SCE), a Southern California-based events management agency, today announces a new partnership agreement with New York Comic Con (NYCC) and Chicago Comic and Entertainment Expo (C2E2). Both NYCC and C2E2 are produced by Reed Exhibitions, the world’s leading convention organizer. Starfish Creative Events will be providing special event design and management services to show exhibitors beginning in 2010.

The 2010 NYCC is scheduled to take place October 8-10, 2010 at the Jacob K. Javits Center in New York City. The New York Comic Con is the East Coast’s biggest and most exciting popular culture convention, featuring the latest and greatest in comics, graphic novels, anime, manga, video games, toys, movies, and television. The debut Chicago Comic and Entertainment Expo event will take place at McCormick Place in downtown Chicago, April 16-18, 2010. The new show will be structured after the extreme success of NYCC and comes in response to significant customer demand.

This marks the 2nd partnership deal of this nature for Starfish Creative Events. Currently, they are the official special events vendor for the Penny Arcade Expo, the largest consumer video game convention in North America, held in Seattle over Labor Day weekend. SCE clients include Konami Digital Entertainment, Hasbro, and Sony Pictures Entertainment.

“The Starfish team is ecstatic about our new partnership with Reed Exhibitions,” says Stephanie Hansen, managing partner of Starfish Creative Events, Inc. “Being involved with such an innovative leader in the entertainment industry is an honor and we are looking forward to assisting them in continually raising the bar at pop culture conventions.”

“Starfish Creative Events is a highly professional firm with a reputation for excellence in the industry,” notes Lance Fensterman, Vice President and Show Manager for NYCC and C2E2. “We are pleased to be working with Starfish and I know they will contribute significantly to our operation.”

About Starfish

Starfish Creative Events is a nationwide full service events management agency catering to corporate and entertainment clientele who aim to market, promote and build their brand through events. Winner of the 2008 Women in Business Stevie Award, the company has made a name for itself on specializing in the conceptualization, design and execution of these events through unique marketing ideas and effective publicity and product promotion.

For more information please visit: www.starfish-events.com.

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.

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