



Media Release

MARVEL MAKES THEIR STGCC DEBUT

Marvel confirms attendance at STGCC 2010 with exhibit space, recruitment efforts, Guests of Honor and panels

Singapore, 8 November 2010 – Reed Exhibitions, the organizers of the Singapore Toy, Games and Comic Convention (STGCC), announced today that Marvel Comics will be exhibiting at STGCC 2010. This is the first convention that Marvel has ever exhibited at in Asia. To date, Reed has announced a slew of Marvel talent at STGCC 2010 including Guest of Honor Salvador Larroca and other Walk of Fame Featured Guests including Leinil Yu, Giuseppe Camuncoli, Esad Ribic, Harvey Tolibao and Alex Maleev. Reed further revealed Marvel’s Senior Vice President, Creator & Content Development and international talent scout, C.B. Cebulski, will join Larroca as Guests of Honor at STGCC 2010. STGCC will take place from 10 to 12 December 2010, at the Suntec International Convention Centre.

“Marvel’s extensive popularity is manifested through successful box office ticket receipts of *Spider-Man*, *Iron Man*, the *Incredible Hulk*, and *The X-Men* series because the comics these characters are based on have strong plot lines that dwell on universal themes like good versus evil, heroes versus villains, which resonate well in Asia,” observed Ms Yeow Hui Leng, Project Director, Reed Exhibitions. “The further extension from Marvel Comics into games, toys, television programs and the upcoming films like *Thor* and *The First Avenger: Captain America* have sparked the creative imagination of Asian fans. We are therefore very honored and delighted that Marvel has decided to exhibit in Asia for the first time at STGCC.”

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In addition to the various Marvel-specific panels that Marvel talent will be presenting on Friday, 10 December 2010 at STGCC, there will be sessions with other creators, writers and illustrators to discuss the impact of Asian influences and elements in Western comics on Saturday, 11 December. There will also be a panel by Cebulski on Marvel’s talent hunt where he will give an inside look into the world of Marvel and what he looks for in the next Marvel artist. He will also explain the procedure for aspiring talent to submit a portfolio and the possibility of having it reviewed during the show. Cebulski’s panel is scheduled to take place on Friday, 10 December.

Michael Pasciullo, Marvel’s Senior Vice President, Brand Planning & Communications said, “We have built a strong partnership with Reed in the US through its conventions in New York and Chicago where they have created platforms for our fans to access our creators in a personal manner. We recognize the importance of these events in engendering a community where we can interact and engage our fans. Marvel has had a strong presence in Asia for a long time through publishing and consumer products. We are very excited to have the opportunity to reach out to our fans in Asia by attending STGCC with a strong roster of creators who will be participating in panels and autograph sessions.”

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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 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 MARVEL

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of over 8,000 characters featured in a variety of media over seventy years. Marvel utilizes its character franchises in entertainment, licensing and publishing. For more information visit www.marvel.com.

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