



Comic Industry Veteran Kuo-Yu Liang Joins ReedPOP to Expand Pop-Culture Event Business in Asia

Long Time Diamond Comic Distributors Executive Takes Reins as Global Director of Business Development

NORWALK, CT – February 1st, 2018 - ReedPOP, the world's leading producer of pop culture events, is proud to announce that Kuo-Yu Liang, former Vice President International Sales and Business Development at Diamond Comic Distributors, is joining the team as the new Global Director of Business Development. In the new position, Liang will be focused on growing the ReedPOP business across the globe, particularly in Asia, which currently boasts 9 shows across China, Singapore, Indonesia, South Korea and India. The announcement was made today by Lance Fensterman, Global Head of ReedPOP.

For over 30 years Liang has built a reputation on connecting brands, creators, fans and ideas to create mutually beneficial partnerships. During his tenure at Diamond Comic Distributors he created the company's international bookstore division, which led to significant growth in distributing graphic novels, manga, pop culture collectibles, and table top games globally into 75 countries. This same background and expertise will be used to push the ReedPOP portfolio forward in exciting new ways while always putting fans first in the decision-making process. Liang will be based in Seattle and will split time between seeing customers, fans and ReedPOP teams around the world as well as at the ReedPOP Global Command Center in Norwalk, CT.

"Being able to have someone join our team with the pedigree and experience that Kuo-Yu has is a dream come true. His ability to create communities, connect creators, navigate multiple cultures, see upcoming trends in pop culture and build a business by bringing buyers and sellers together have all prepared him perfectly for his new role with us," said Lance Fensterman, Global Head of ReedPOP.

"I want to thank Roger Fletcher, Steve Geppi and all the men and women at Diamond Comic Distributors for the faith and support they have given me all these years. They have helped me grow as a person, and I will be forever grateful. Now, at Reed Pop, I look forward to work closely with Diamond Comic Distributors to build pop culture communities around the globe. I am very excited to be joining a company and culture that is comprised of people who have a true passion for what they do and strong belief in where they are headed," said Liang.

To see a full list of global job opportunities with ReedPOP please visit <http://www.reedpop.com/About/Work-For-Us/Careers/>

About ReedPOP:

ReedPOP is a boutique group within Reed Exhibitions, the world's leading event organizer. ReedPOP is devoted exclusively to organizing and managing events, launching and acquiring new shows, and working with premium brands in the pop culture world to deliver once in a lifetime experiences for fans everywhere. ReedPOP is dedicated to facilitating celebrations of popular culture around the globe that transcend ordinary events by providing unique access and dynamic personal experiences. ReedPOP is proud to be a part of a portfolio of events that include New York Comic Con (NYCC), Chicago Comic & Entertainment Expo (C2E2), Penny

Arcade Expo (PAX) West, East, South, Australia and Unplugged, Emerald City Comic Con (ECCC), MCM Comic Con, BookCon, BookExpo, Oz Comic-Con, Comic Con India, Comic Con Paris, Comic Con Seoul, Shanghai Comic Con, Singapore Toy, Game & Comic Con (STGCC), Indonesia Comic Con, Star Wars Celebration, TwitchCon, ComplexCon and more. The staff at ReedPOP is a fan-based group of professionals uniquely qualified to serve those with whom they share a common passion.

www.reedpop.com

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