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BRAD SWAILE TO APPEAR AT THE NEW YORK ANIME FEST

STAR OF GUNDAM 00 AND DEATH NOTE COMES TO NYC

Norwalk, CT, August 7, 2008: The New York Anime Festival (NYAF) today announced voice actor Brad Swaile will attend its 2008 event as a Featured Guest. The New York Anime Festival, an anime, manga, and Japanese pop culture convention, which will feature over 100 panels and screenings and will host prominent exhibitors including Bandai Entertainment, Del Rey Manga, FUNimation, Media Blasters and Yen Press, among many others, is from the creators of New York Comic Con which hosted more than 60,000 people when it took place this past April. The New York Anime Festival will take place this year, September 26th through the 28th, at the Jacob Javits Center in New York, NY. Brad Swaile, one of North America's most-sought-after voice actors, stars as the voice of Setsuna F. Seiei in Bandai Entertainment's *Gundam 00* and Light in VIZ Media's *Death Note*, and joins many other guests who have been announced and will be attending this year's festivities. Convention organizers note that further announcements about other guests and original programs at NYAF will be made in the coming weeks.

Brad's current work includes the upcoming *Gundam 00*, the next highly-anticipated entry into the legendary *Gundam* franchise. *Gundam 00* will be released on DVD in 2009. It will debut on the SCI FI Channel on November 17, 2008 and it will premiere for the *first time* in North America at the New York Anime Festival.

In *Gundam 00*, Earth's three superpowers battle for control of solar energy, plunging the planet into global strife. Arising out of the conflict, a mysterious organization known as Celestial Being

appears, dedicated to ending all warfare using terrible weapons called Gundams. But while Gundam Meisters Setsuna F. Seiei, Lockon Stratos, Allelujah Haptism, and Tiera Erde thought the fight would be an easy one to win, they're quickly learning shadow governments, internal conflict, and personal politics may plunge them and the entire human race into war without end. *Gundam 00* is directed by Seiji Mizushima, a man whose past credits include *Fullmetal Alchemist*, *Neon Genesis Evangelion*, and *Appleseed: Ex Machina*. Brad Swaile stars as the voice of Setsuna F. Seiei.

Vancouver-born and raised, Brad began his voice acting career with the role of Ace in *My Little Pony Tales*. Since then, his highlights have included Mousse in *Ranma 1/2*, Amuro Ray in *Gundam*, Quatre Rabarba Winner in *Gundam Wing*, Dearka Elsman in *Gundam SEED*, Harry Champ in *Zoids/ZERO*, Nightcrawler in *X-Men Evolution*, and Rock in *Black Lagoon*. Brad can currently be heard as the voice of Light in *Death Note*, the story of a notebook with the power to kill that lands in the hands of a schoolboy who decides to create the perfect world.

"We're all very excited to have Brad join us," NYAF Show Manager Lance Fensterman said. "Brad's been delighting, entertaining, and engaging fans for years, and it's an honor to bring him to New York City to showcase his past and celebrate his future."

Mr. Swaile's appearance is thanks to the tremendous cooperation of Bandai and The Ocean Group. Tickets to the New York Anime Festival are available now at newyorkanimefestival.com.

ABOUT BANDAI ENTERTAINMENT:

Bandai Entertainment, Inc. is a subsidiary of Namco Bandai Holdings (USA) Inc. and the premier distributor of Japanese animation on DVD and programming for television broadcast in North America. Titles include *Code Geass Lelouch of Rebellion*, *Gurren Lagann*, *Lucky Star*, *The Melancholy of Haruhi Suzumiya*, *The Girl Who Leapt Through Time*, *Sword of the Stranger*, *Cowboy Bebop*, *Ghost in the Shell: Stand Alone Complex*, *Gundam 00*, and many more.

ABOUT THE OCEAN GROUP:

The Ocean Group specializes in various aspects of animation production and distribution as a co-production partner and as a group of service companies. In association with American, Japanese, and European companies, Ocean has created about 7,000 episodes (or equivalent programming) since 1989. Their management and creative teams are able to provide the highest quality in content development and production services. Ocean's post group creates video, graphics, and audio product that is consistent with the demands of TV networks worldwide. They are also

fortunate in having one of the largest working American/English voice pools in the world, with the ability to provide perpetuity talent buyouts with wider rights usage.

ABOUT THE NEW YORK ANIME FESTIVAL:

The New York Anime Festival takes place September 26-28, 2008 at the Jacob K. Javits Center in Midtown Manhattan and is organized by Reed Exhibitions, the creators of New York Comic Con. The New York Anime Festival showcases the best of anime pop culture, including the latest anime, manga, Japanese cinema, music, and games, and anime-influenced comics, animation, and films from around the world. The festival features exclusive and extensive screenings, a gala cosplay masquerade, sessions with the some of the biggest names in anime from Japan, Asia, and America, and explores the Japanese cultural experience with displays of both traditional and cutting-edge Japanese life. NYAF's partners include Anime News Network, Bandai Entertainment, BookExpo America, Del Rey Manga, DigitalLife, Free Arts NYC, Japan Society, Karaterice, Kinokuniya Bookstore, New York Comic Con, Samurai Beat Radio, Subway Cinema, TheOtaku.com, TOKYOPOP, VIZ Pictures, and the World Cosplay Summit. Further information can be found at newyorkanimefestival.com.

ABOUT REED EXHIBITIONS:

The New York Anime Festival is operated by Reed Exhibitions, the world's leading events organizer. In 2007, Reed brought together over six million industry professionals from around the world generating billions of dollars in business. Today, Reed events are held in 38 countries throughout the Americas, Europe, the Middle East, and Asia and organized by 39 fully staffed offices. Reed Exhibitions is part of Reed Elsevier Group plc, a FTSE-100 company and world-leading publisher and information provider. In 2006, Reed Elsevier made adjusted profit before taxation of £1,052 million on turnover of £5,398 million.

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