



Atlanta Welcomes NetWorld+Interop and COMDEX Atlanta 2002
Top Latin American Executives Invited to Network in Atlanta

ATLANTA (Sept. 4, 2002) – The Atlanta Convention & Visitors Bureau (ACVB) welcomes Key3Media’s NetWorld+Interop and COMDEX 2002, the East Coast's premier technology event focusing on today’s hottest industry topics including wireless, IT security, storage, VoIP and web service solutions. The weeklong event takes place September 9-13, 2002 at the Georgia World Congress Center.

NetWorld+Interop and COMDEX Atlanta 2002 will offer end-to-end technology solutions for today's businesses, with a focus on education, technology demonstrations and a world-class exhibition. More than 200 leading vendors focused on selling equipment and services in all segments of enterprise and service provider networking will leverage the Atlanta event as a leading marketing platform for the region.

According to the Metro Atlanta Chamber of Commerce (MACAC), Atlanta is among the top-five fastest-growing high-tech metro areas in the nation with more than 10,000 technology companies employing 200,000 technology workers with an additional 26,000 technology workers employed at non-tech companies. The city is actively recruiting new technology talent and businesses with campaigns such as the Metro Atlanta Chamber of Commerce’s Industries of the Mind initiative, which involves the business, government and academic communities to further recognition of Atlanta as a city of innovation.

One such initiative is Key3Media’s “Gateway to Latin America” campaign in participation with Delta Air Lines, ACVB, MACOC, and Georgia Department of Industry, Trade and Tourism (GDITT). More than 30 executives from top Latin American companies are taking part in a three-day program, September 9-12, to network, explore the latest technology solutions, and learn about business, education, and tourism in Atlanta and Georgia. Together, the ACVB, MACOC, GDITT, Delta Air Lines, and NetWorld+Interop and COMDEX Atlanta 2002 have arranged for participants to receive complimentary airfare, hotel accommodations, hosted activities, and a VIP tour of NetWorld+Interop and COMDEX Atlanta 2002.

The “Gateway to Latin America” program, part of the city and state’s Americas Gateway Strategy, will provide attendees with insight into the latest technology and business solutions, the ability to network with peers, and most importantly, the opportunity to explore business, education, and tourism in Atlanta - one of the United States' most progressive cities,” said Spurgeon Richardson, CEO and president, ACVB.

“NetWorld+Interop and COMDEX Atlanta 2002 is excited to help position Atlanta as an emerging business partner with Latin countries, while promoting visitor growth through education and professional development,” Williamson added. “Additionally, as the East Coast’s most important event, we are pleased that ‘Gateway to Latin America’ will encourage an active interface with Atlanta’s global corporations.”

About Key3 Media Group:

NetWorld+Interop and COMDEX 2002 is a Key3Media event. Key3Media Group, Inc., is the world’s leading producer of information technology tradeshow and conferences, serving more than 5,300 exhibiting companies and 1.3 million attendees through 60 events in 17 countries. Key3Media’s products range from the IT industry’s largest exhibitions such as COMDEX and NetWorld+Interop to highly focused events featuring renowned educational programs, custom seminars and specialized vendor marketing programs. For more information about Key3Media, visit www.key3media.com.

About the Atlanta Convention & Visitors Bureau

Established in 1913, the ACVB is a private, nonprofit organization created exclusively to market metro Atlanta and Georgia as the premier convention, meeting and leisure destination in the regional, national and international marketplace and to favorably impact the Atlanta economy through conventions and tourism. For more information about the city of Atlanta and the ACVB, please visit www.atlanta.net.

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Certain matters discussed in this release are “forward-looking statements,” including statements about Key3Media's future results, plans and goals and other events which have not yet occurred. These statements are intended to qualify for the safe harbors from liability provided by the Private Securities Litigation Reform Act of 1995. You can find many (but not all) of these statements by looking for words like “will”, “may”, “believes”, “expects”, “anticipates”, “plans” and “estimates” and for similar expressions. Because forward-looking statements involve risks and uncertainties, there are many factors that could cause Key3Media's actual results to differ materially from those expressed or implied in this release. These include, but are not limited to, economic conditions generally and in the information technology industry in particular; the timing of Key3Media's events and their popularity with exhibitors, sponsors and attendees; technological changes and developments; intellectual property rights; competition; capital expenditures; and factors impacting Key3Media's international operations. In addition, the IT industry has experienced a significant downturn since the middle of 2001 and the terrorist attacks on September 11, 2001 have adversely affected the economy generally and significantly decreased air travel in particular. These developments have and will continue to adversely affect participation and attendance at Key3Media's events, although the Company is not able to quantify or reliably estimate the future impact that these matters may have on its businesses, results of operations or financial condition. The sections entitled “Item 1. Business - Certain Factors That May Affect our Businesses” and “Item 7. Management’s Discussion and Analysis of Financial Condition and Results of Operations” in the Annual Report on Form 10-K for the year ended December 31, 2001 filed by Key3Media with the SEC contain important cautionary statements and a discussion of many of the factors that could materially affect the accuracy of Key3Media’s forward-looking statements and/or adversely affect its business, results of operations and financial position. These statements and discussions, as well as any others contained in Key3Media’s other SEC public filings, are incorporated herein by reference. Key3Media does not plan to update any forward-looking statements.

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