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## **COMDEX Returns to Atlanta in 2002**

*Comdex Will Run Concurrently With NetWorld+Interop, Giving Buyers and Sellers the Latest Advancements in IT and Networking In Two Shows Under One Roof*

*Key3Media Group Cites Atlanta's Expanded Convention Facilities, Global Accessibility and Commitment to Technology as Reasons for the Move*

**ATLANTA and LOS ANGELES (September 10, 2001)** – The Atlanta Convention & Visitors Bureau (ACVB) and Key3Media Group, Inc. (NYSE: KME), the world's leading producer of information technology tradeshows and conferences, today announced the return of Comdex, the No. 1 business-to-business event for the world's most influential buyers of information technology, to Atlanta in September of 2002.

The show will be held at the Georgia World Congress Center (GWCC) during the same timeframe as Key3Media Group's NetWorld+Interop. COMDEX and NetWorld+Interop are two of Key3Media's top branded events. Together, the shows will attract more than 70,000 attendees with a combined economic impact exceeding \$84 million, which puts the events among the top conventions hosted by Atlanta.

“Due to its expanded Georgia World Congress Center facilities, Atlanta is one of the very few cities that can run two distinct high profile shows concurrently under the same roof and now is the time to do it,” said Fredric D. Rosen, Chairman of the Board and CEO Key3Media Group, Inc.

“NetWorld+Interop is the world's definitive networking event attracting the largest and most comprehensive gathering of highly technical networking, Internet and telecommunications professionals in the world, while COMDEX is the global technology marketplace bringing together IT buyers and sellers to learn, network and make important buying decisions,” said Jason E. Chudnofsky, President and CEO of Key3Media Events and Vice Chairman of Key3Media Group.

COMDEX has found great success with Atlanta in the past but left the city in 1998 due to lack of exhibit space to accommodate the show's continual growth. When COMDEX returns in 2002, Key3Media will be one of the first companies to occupy the newly expanded facilities of the GWCC.

“We've worked very hard to bring COMDEX back to Atlanta by continuing active dialogue with decision makers and by garnering a great relationship with Key3Media over the years, and we consider this a big win for our city,” said Spurgeon Richardson,

ACVB President. “When COMDEX left, we lost a major business partner, and it got a lot of attention. That’s why the return is equally important, not only economically, but also as an emotionally important win for our hospitality industry especially as it relates to the growth of our technology business. COMDEX is recognized as the largest global IT marketplace and its presence here complements the long term economic development goals of our city and state.”

COMDEX traditionally attracts a global attendee base representing nearly 200 countries. To meet the demands of this international constituency, Key3Media Group is turning to Atlanta with its proven history of accommodating global events, supported by its international travel infrastructure and state-of-the-art airport facilities.

The return of COMDEX to Atlanta also further exemplifies the city’s commitment to the technology industry. 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.

As Key3Media Group moves COMDEX to Atlanta, the company is also stepping up its support of technology in the classroom as a major national donor to Tech Corps®. As part of today’s announcement, Key3Media Group has pledged \$225,000 in cash and in kind contributions to Tech Corps over the next three years. Tech Corps is a national non-profit (501c3) organization that helps K-12 schools across the country use technology more effectively in the classroom. A supporter of Tech Corps since 1997, Key3 Media Group shares Atlanta’s belief that business, technology and education should work hand-in-hand to improve the integration of technology into teaching and learning. A portion of Key3Media Group’s donation to Tech Corps will be directed to Tech Corps Georgia, headquartered in East Point.

### **About Key3 Media**

Key3Media Group, Inc., is the world’s leading producer of information technology tradeshows and conferences, serving more than 6,000 exhibiting companies and 1.5 million attendees through 60 events in 18 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](http://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.com](http://www.atlanta.com).

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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 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 sections entitled “Risk Factors” and “Management's Discussion and Analysis of Financial Condition and Results of Operations” in the Prospectus Supplement dated June 22, 2001 - filed by Key3Media with the SEC under Rule 424(b) relating to its high yield bond offering and the section entitled “Item 1.Business - Certain Factors That May Affect our Business” 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 are incorporated herein by reference. Key3Media does not plan to update any forward-looking statements.