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**A.P.N.G. ENTERPRISES INVADES NEW YORK COMIC CON
WITH LIVE ACTION PERFORMANCE OF
SCI-FI SUPERHERO SAGA NEW-GEN™**

**The NEW-GEN™ Universe Comes to Life on
Saturday, October 9, 2010**

NEW YORK, NY (October 1, 2010) – A.P.N.G. Enterprises announced today that the company will bring its sci-fi superhero saga **NEW-GEN™** to life with a live-action performance at the New York Comic Con on Saturday, October 9, 2010, at 6:30 PM. The special one-time show will tell the story through an exciting blend of mixed martial arts, creative story-telling and unique costumes, and will provide a sneak-peek at the conclusion of the first 6-issue mini-series, which is a prequel story-arc to the live action film.

NEW-GEN, which launched as a limited edition comic book series distributed by Marvel, is the epic story of twin brothers discovering their identity while thrust into the frontlines of a Nanotech war for the fate of two worlds. The comic emerged as an innovative brand in the digital comic world, appearing on Marvel's website (www.marvel.com) and recently on the iPhone app, via Panelfly (www.panelfly.com). Issue six of the mini-series will be available in stores October 20, 2010.

“The sixth issue of NEW-GEN takes fans on a darker journey as Deadalus has become a shadow of the man he once was as he faces off with Gabriel and his A.P.N.G.,” said J.D. Matonti, Director. “We felt an exclusive live action performance was the perfect way to say thank you to the fans who have become so engaged with the NEW-GEN world.”

The NEW-GEN universe will see expansion in the coming months to unique cross-platform opportunities for the brand, bringing the worlds of Deadalus and Gabriel to live action feature films, television, the iPad and iPhone, as well as multiple gaming platforms.

In addition to the live show, A.P.N.G. will have exclusive NEW-GEN opportunities at Booth 2404 on the convention floor, including an interactive photo experience where fans can find themselves captured within the world of NEW-GEN and artist signings with Abdul Rashid.

(more)

NEW-GEN / New York Comic Con

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Each day, a different NEW-GEN poster will be available at the booth, including a preview of the next five-issue series, *NEW-GEN: New Dawn*, as well as trading cards and a special edition of NEW-GEN Issue 6, which features a variant cover exclusive to the New York Comic Con.

The New York Comic Con takes place October 8 – 10, 2010 at the Jacob K Javits Center.

About A.P.N.G. ENTERPRISES, INC.

A.P.N.G. Enterprises, Inc. (Association for the Protection of New Generation), is based in New York City. The creators, Matonti Bros. and Julia Coppola, are experienced in live action feature film production and direction. A.P.N.G. is a creator, developer, and producer of intellectual properties specifically designed for rollout as multi-platform franchises. For more information about NEW-GEN™ visit www.newgenuniverse.com

NEW-GEN creators, the Matonti Bros. and Julia Coppola are represented by Scott Agostoni of William Morris Endeavor.

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