



Wireless Technology Showcased At NetWorld+Interop and COMDEX Atlanta 2002

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Educational Sessions, Interactive Exhibits and

Show Floor Pavilions Focus on Wireless Issues, Vendors

and Technologies for Business and the Enterprise

In recognition of one of the fastest-growing technologies of the new millennium, Key3Media Group, Inc. (OTCBB:KMED), announced today that NetWorld+Interop and COMDEX will showcase the latest in wireless technologies as a cornerstone theme of its Atlanta event. The weeklong event takes place September 9-13, 2002 at the Georgia World Congress Center.

"At NetWorld+Interop and COMDEX Atlanta, not only will attendees experience a broad spectrum of educational sessions targeted at integrating wireless solutions into the enterprise, they will experience wireless technology first-hand through our eNet offerings, including Wireless Connecting Points," said Valerie Williamson, Interop brand president for Key3Media Events. "With the recent explosion of wireless technologies for businesses, IT professionals are looking for more utility, flexibility and security out of the wireless solutions their companies deploy. This year's show gives buyers access to the widest array of wireless technologies available today."

NetWorld+Interop and COMDEX Atlanta brings buyers and sellers of end-to-end networking products, technologies and services together to do business, receive world-class education and put innovation to work through a broad array of cutting-edge interactive exhibits and show floor demonstrations. The event will feature the industry's top and emerging wireless technology companies, including Belkin, Intermec, Motient, Newbury, ReefEdge, Symbol, Tessco, Proxim, Adtran, Bluesocket, Cingular, and many more.

"Despite a general tightening of IT budgets, enterprise investments in wireless and security continue to be strong," said Patrick Rafter, director of communications, Bluesocket, Inc. "Bluesocket is the leader in managing and securing wireless LANs, and NetWorld+Interop has been key in helping us to secure this leadership position. Based on past experience as a multi-year exhibitor, in Atlanta, Las Vegas and Paris, NetWorld+Interop has been an excellent venue for us to connect in person with serious buyers who come ready to make purchasing decisions."

Attendees at NetWorld+Interop and COMDEX Atlanta will experience thousands of square feet of dedicated wireless technology and education, including:

- The Wireless Technologies Zone, expanded three times to meet market demand, and featuring the latest wireless solutions from companies such as Proxim, Motient Corporation, Symbol Technologies, Adtran, Intermec Technologies, 3e Technologies International, Bluesocket, ReefEdge, Inc., Vernier Networks, Inc., Panaaudio, Newbury Networks, Inc., Tranzeo Wireless

Technologies, Inc., Management Concepts, Inc., TESSCO Technologies, Collective Good, Roving Planet, Inc., and WiPro Technologies

- The InteropNet, featuring Interop Wireless Connecting Points, provided by Symbol Technologies. Pick up a loaner PC or CompactFlash card, or bring an 802.11b or 802.11a wireless card to gain Internet access via the InteropNet Event Network (eNet). Sign up for a wireless card or download drivers pre-show by going to www.interop-comdex.com/gowireless. Also, drop by the InteropNet Labs (iLabs) or join a free iLabs class featuring the Wireless LAN Security Initiative. Learn how the security goals of authentication, access control and data integrity can be met in wireless LANs.
- Focused educational sessions, discussion panels, and how-to workshops will be offered on wireless technologies and issues. Session discussion include the following topics: future networking solutions, focusing on Security, Wireless Applications, Public Access, LANs, WANs and Satellite Systems, as well as 2.5G and 3G Technologies and Mobile Communications Products.

NetWorld+Interop and COMDEX Atlanta 2002 is the East Coast's premier technology event focusing on today's hottest industry topics. In addition to wireless, the Atlanta event will focus on three other technology cornerstones, including the storage, security, and VoIP. The weeklong event takes place September 9-13, 2002 at the Georgia World Congress Center. For up-to-date NetWorld+Interop and COMDEX 2002 information and to register for free access to the show floor and keynote sessions, please visit <http://www.interop-comdex.com>. For media registration, please contact Jennifer Clark via email at jennifer.clark@key3media.com.

About Key3 Media Group:

NetWorld+Interop and COMDEX Atlanta 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

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 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 of 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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