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## **MobCraft to Create Beer for Wizard World Comic Con**

(MADISON, Wis.)—Wizard World, Inc. (OTCBB: WIZD) and MobCraft Beer today announced they will work together to develop a beer exclusive to Wizard World Madison Comic Con, held Feb. 6-8 at the Alliant Energy Center.

“This is a natural partnership, given the enthusiasm of both fan bases is so strong,” MobCraft CEO Henry Schwartz said. “We look forward to helping to enhance the fan experience of Wizard World Comic Con.”

The pale ale beer will be called Con Elixir. Madison residents will be able to sample it at the Comic Con weekend events.

Madison-based MobCraft, founded in 2012, creates custom craft beer based on crowdsourced (user-submitted) recipes. Customers cast their vote by placing a pre-order of beer they want brewed, and MobCraft produces the beer with the most votes.

Wizard World Comic Con events bring together thousands of fans of all ages to celebrate the best in pop-fi, pop culture, movies, graphic novels, cosplay, comics, television, sci-fi, toys, video gaming, gaming, original art, collectibles, contests and more.

William Shatner (“Star Trek”), Brett Dalton (“Marvel's Agents of S.H.I.E.L.D.”), Emily Kinney (“The Walking Dead”), “WWE® Divas The Bella Twins™”, Josh McDermitt (“The Walking Dead”) and Kristin Bauer (“True Blood”) headline the roster of celebrity guests scheduled to attend the pop culture extravaganza. For more on the 2015 Wizard World Madison Comic Con, visit <http://wizd.me/MadisonPR>.

### About Wizard World

Wizard World (OTCBB: WIZD) produces Comic Cons and pop culture conventions across North America that celebrate the best in pop-fi, pop culture, movies, television, cosplay, comics, graphic novels, toys, video gaming, sci-fi, gaming, original art, collectibles, contests and more. A first-class lineup of topical programming takes place at each event, with celebrity Q&A's, the Wizard World Film Festival, comics-themed sessions, costume contests, movie screenings, evening parties and more. Wizard World also produces socialcon featuring social media stars and will be launching ConTV, a digital media channel in partnership with leading independent content distributor Cinedigm™ (NASDAQ: CIDM).

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