

Entertainment Art's Inc, subsidiary HolograFX Inc. deploys HolograFX Advertising Kiosk at Dallas Fort Worth Airport

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FOR IMMEDIATE RELEASE

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ENTERTAINMENT ARTS, INC. SUBSIDIARY, HOLOGRAFX, Inc, deploys HolograFX Advertising Kiosk at Dallas Fort Worth Airport.

SADDLE BROOK, NJ, May 14, 2008--Entertainment Arts, Inc. (Pink Sheets: ETAR) today announced its operating subsidiary, HolograFX, Inc. deployed its first HolograFX Advertising Kiosk on Feb 19th at Dallas Fort Worth Airport in conjunction with the annual Airport Revenue News conference which was held in Dallas on Feb 24th thru Feb 26th.

The kiosk, which is still in operation, is located on baggage claim carrousel #30 in Terminal D. It features a back lit ad for Aquafina Water with a 16" animated holographic image of the product and brand floating in mid-air approximately 36" in front of the back lit display.

On February 24th and 25th, an independent market survey was conducted by Market Research Dallas, Inc. Among the data gathered and analyzed the survey confirmed that 100% of consumers who were interviewed and who saw the display recalled the product and 79% of them recalled the brand.

HolograFX is currently in discussions with DFW management and their agents to increase the number of kiosks at DFW Airport.

About Entertainment Arts, Inc.

Entertainment Art, Inc.'s (www.entertainmentartsinc.com) wholly owned operating subsidiary HolograFX, Inc. (www.holografxinc.com) holds the patent on this unique 3D holographic technology. HolograFX Inc is headquartered at 5734 E. Ranch Manana Blvd, Suite 1, Cave Creek, Az. 85331 with additional offices located in Las Vegas at 133 N. Gibson Road, Henderson, NV and at 1226 New Market Ave, South Plainfield, NJ. 07080.

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Certain statements in this press release constitute "forward-looking statements" relating to Entertainment Arts, Inc. and its subsidiaries (the "Company") within the meaning of the Private Securities Litigation Reform Act of 1995. All statements regarding future events, our financial performance and operating results, our business strategy and our financing plans are forward-looking statements. In some cases you can identify forward-looking statements by terminology, such as "may," "will," "would," "should," "could," "expect," "intend," "plan," "anticipate," "believe," "estimate," "predict," "potential" or "continue," the negative of such terms or other comparable terminology. These statements are only predictions. Known and unknown risks, uncertainties and other factors could cause actual results to differ materially from those contemplated by the statements. In evaluating these statements, you should specifically consider various factors that may cause our actual results to differ materially from any forward-looking statements.

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