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HolograFX Inc.

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HolograFX Technology Featured at Sports Illustrated Swimsuit Edition Release Party.

Emerson, NJ (February 16, 2005)

The Sports Illustrated Swimsuit Edition Release Party was held at Club AER in NYC. The red carpet event hosted by SI Swimsuit models, mixed athletes and celebrities, all gathered to celebrate the launch of the 2005 Sports Illustrated Swimsuit Issue.

Partygoers were awed as a holographic Pontiac Solstice “floated “ in mid-air at the entrance to the club. HolograFX new 3D technology stopped everyone in their tracks!

“It knocked my socks off when I saw it” Roy Katz, Casino International Magazine.

Pontiac chose HolograFX’s new patented technology for its unique ability to attract attention and create brand awareness,

The 3D “virtual” Solstice sports car complemented the presence of a “physical” Solstice sports car in the middle of the club.

About HolograFX

HolograFX Inc. is a special effects company, which provides clients a digital advertising platform that creates “free floating” 3D holographic images. Markets include: entertainment promotions, trade shows, corporate events, shopping malls, casinos, information kiosks, movie theaters, sporting events, and point of purchase store displays. HolograFX Inc. main office is located in Emerson, NJ, with offices in Las Vegas in association with John Stuart Productions Inc., 133 N. Gibson Road, Henderson, NV. HolograFX is an Entertainment Arts Company (ticker symbol ETAR).

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