

**FOR IMMEDIATE RELEASE** .....

HolograFX Inc.

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**“Floating Holograms”  
Special Effects Company Entertainment Arts Inc. Announces  
The Formation of HolograFX Inc.**

Emerson, N.J. (January 28, 2005 )

This is not your little credit card hologram.

This patented technology projects free-floating moving 3D images into mid-air. “Real” people and animations can sing, dance, and interact. No special 3D glasses required!

It’s dramatic, entertaining, and uniquely memorable.

*“It knocked my socks off when I saw it at the Consumer Electronics Show in the FUJI Film booth since it was so life like ...it offers many uses from advertising to all types of promotions which will instantly capture the attention of anyone who sees it.” Roy Katz, Casino International Magazine.*

CEO, Eric Brown, special effects innovator in the hospitality and entertainment industries says, “You can project free-floating movie promos, commercials, products or live people with stereo sound. From a sensory standpoint, its phenomenal!”

Daniel Maffeo, HolograFX President, is a 30 year veteran of the Graphic Imaging industry who will bring his street-wise sales, marketing and business savvy to launch this emerging advertising technology. " Consumers will stop, smile, reach out and try to touch and most importantly REMEMBER the unique experience of seeing 3D images floating in mid-air!"

HolograFX envisions entertainment promotions, trade shows, corporate events, shopping malls, casinos, information kiosks, movie theaters, sporting events, and point of purchase store displays utilizing their technology.

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An Entertainment Arts Company (ticker symbol ETAI)

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