

ENTERTAINMENT ARTS, INC.

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FOR IMMEDIATE RELEASE

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ENTERTAINMENT ARTS, INC. SUBSIDIARY, HOLOGRAFX, INC., EXPANDS TO LAS VEGAS!

EMERSON, NEW JERSEY, May 2, 2005—Entertainment Arts, Inc. (Pink Sheets: ETAR) today announced expansion plans for its operating subsidiary, HolograFX, Inc.

HolograFX, Inc. will open a Las Vegas office and demonstration studio to showcase its exciting 3D display technology. HolograFX has partnered with John Stuart Productions, Inc., who will oversee this operation. John Stuart is the creator of Las Vegas stage shows including OVATION The Show and world famous Legends in Concert. He is also the producer of numerous shows including Blues Brothers Revival and Dick Clark's Rock, Roll & Remember. John Stuart is a special effects and entertainment veteran who envisions HolograFX 3D technology to be a smash hit in this entertainment capital.

In addition, HolograFX continues to introduce its unique technology to clients. On February 15, 2005 HolograFX, Inc. showcased its 3D "free-floating" technology at the Sports Illustrated Swimsuit Edition Release Party at Club AER in NYC. The technology projected 3D full motion images in "mid-air" at the club's entrance of Pontiac's Solstice sports car, an event sponsor. HolograFX also demonstrated their patented product during "Technology Day" events at advertising giants McCann Worldwide and Saatchi and Saatchi X headquarters. Over 300 executives from their creative and media departments experienced this emerging advertising and promotion 3D technology.

Entertainment Arts, Inc. recently announced a reverse stock split of its common shares in a ratio of 1 for 14 effective April 26, 2005. Due to this reverse stock split, the company's ticker symbol has been changed from ETAI to ETAR.

About Entertainment Arts, Inc.

Entertainment Art, Inc.'s (www.entertainmentartsinc.com) operating subsidiaries are HolograFX, Inc. (www.holografxinc.com) and Song Factory, Inc. HolograFX has an exclusive worldwide licensing agreement in a patented 3D holographic technology to market, sell, manufacture and license this unique product. Song Factory, Inc. produces, markets and licenses karaoke content. Both companies are headquartered at 27 Bland Street, Emerson, NJ 07630.

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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.