

THE SENITYPE™

HOLLYWOOD'S OFFICIAL FILM FRAME

For Immediate Release

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**PARAMOUNT STUDIOS AFRICAN QUEEN BOX SET &
SENITYPE®; HOLLYWOOD'S OFFICIAL FILM FRAME COLLECTIBLE FILM CELL
PRESENT 1ST MULTI 35MM FILM FRAME**

February 2010, Hollywood, CA - Hollywood Archives Collectibles, Inc is proud to announce a first. A brand new Senitype is set to debut featuring 4 film frames depicting the Technicolor process.

The **AFRICAN QUEEN Senitype®** is currently featured for pre-sale on Amazon's website with the eminent DVD release date of March 23th. This very special piece was created in a limited edition and contains 4 unique film frame cells one for each of the colors used in the Technicolor process.

Additionally the Senitype is proud to now boast another success; it is fully automatable for DVD insertion and requires no hand packing.

The **HALO Senitype®** is a first time collaboration between Warner Bros. and Microsoft Corp. The DVD has eight-episode series of sci-fi shorts inspired by the hit videogame series, and produced by some of the hottest talent in contemporary anime. The Senitype artwork was created by famed Japanese artist – Shinji Aramaki. The HALO Senitype is currently available with the DVD at Target.

This is the first venture in the world of gaming for the Senitype. Newly appointed Senior Director of Gaming Raffi DiBlasio "We are very excited about this collaboration and application. There are a world of gamers who are going to be introduced to the Senitype at the upcoming E3 expo in Los Angeles and many of the major players including Activision and Electronic Arts have already showed a great interest in the Senitype as a premium promotion for their products."

The **FRAMED Senitype®** is an old new concept recently brought back to life with a Blockbuster exclusive offering. Ten different Universal Studios classic film titles were selected including, BACK TO THE FUTURE, THE BIG LEBOWSKI, SIXTEEN CANDLES, ET and JAWS housed in a unique frame that can either sit on a desk or hang on a wall. There are two new packaging/design concepts currently under Studio/Retailer review.

Hollywood Archives Collectibles has been working within the Entertainment industry for the past 15 years and created some of the most beloved and highly sought after collectibles throughout the world. Each Senitype is individually numbered and gives the consumer the ability to actually own a piece of Hollywood. Participants include; 20th Century Fox, DreamWorks, Paramount, Universal Studios Walt Disney, Warner Bros., Sony and many others. .

For a preview visit: www.senitype.com

The Senitype® Hollywood's Official Film Frame Collectible Film Cell is a registered, trademarked limited edition card from a variety of entertainment sources. (Movies, Sporting Events, Television Shows, Rock Concerts) Each numbered piece contains an actual 35mm film frame.