

# SENITYPE® COLLECTIBLES

## For Immediate Release

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### HOLLYWOOD ARCHIVES COLLECTIBLES, INC. ANNOUNCES THE RELEASE OF THE SENITYPE® COLLECTIBLE MOVIE TICKET FOR MARVEL'S "THE AVENGERS™" "THE AVENGERS" Characters to be featured in the Senitype® Collectible Movie Ticket

**March, 2012 Hollywood, CA** - Hollywood Archives Collectibles, Inc. is proud to announce its latest venture, the Senitype® Collectible Movie Ticket for Marvel's upcoming release **MARVEL'S "THE AVENGERS™"**.

This third undertaking with Marvel Entertainment, LLC is set to coincide with the anticipated summer release of **MARVEL'S "THE AVENGERS™"** on May 4th.

**MARVEL'S "THE AVENGERS™"** Senitype® Collectible Movie Ticket will be available for pre-sale on April 2, 2012 and for sale throughout the theatrical release of **MARVEL'S "THE AVENGERS™"**. The Senitype® Collectible Movie Ticket collection will include the classic Senitype limited-edition 35mm film cel card as well as a movie ticket to see any film, anytime, anywhere. Each Senitype® Collectible Movie Ticket image is limited to 10,000.

**MARVEL'S "THE AVENGERS™"** Senitype® Collectible Movie Ticket will feature all 7 of the characters from the film including Captain America, The Hulk, Hawkeye, S.H.I.E.L.D., Thor, Black Widow and Iron Man. The image to the right features Iron Man. Senitype® Collectible Movie Tickets are available for pre-sale at [www.senitype.com](http://www.senitype.com) and through other affiliated partners who will be announced soon.

"There is a new wave in movie attendance and we are proud to continue with Marvel this summer in this very exciting project," said Raffi DiBlasio Vice President of Marketing and Product Development. "We released THOR and CAPTAIN AMERICA: The First Avenger Senitype® Collectible Movie Tickets last summer and found a receptive audience. While the artwork is specific to **MARVEL'S "THE AVENGERS™"**, the additional opportunity for fans to see any movie, anytime, anywhere is sure to attract an even wider fan base and please both comic book super hero and movie fans".

#### About Hollywood Archives Collectibles

For the past 16 years, Hollywood Archives Collectibles has created and produced millions of collectible Senitypes from some of the highest grossing and critically-acclaimed films including SPIDER-MAN, THE MATRIX and the entire TWILIGHT SAGA series; to name a few. Senitype® is recognized throughout the world and is translated into dozens of languages. Additional Senitype® Collectible Movie Tickets are planned for all major studios and will include different retail partners.

#### SENITYPE® COLLECTIBLE MOVIE TICKET

Always look for Seal logo of Authenticity on each card to verify you're receiving the most valuable and highest quality collectible film cel. Visit [www.senitype.com](http://www.senitype.com) for more information.

#### About Marvel Entertainment

Marvel Studios presents "Marvel's The Avengers"—the Super Hero team up of a lifetime, featuring iconic Marvel Super Heroes Iron Man, The Incredible Hulk, Thor, Captain America, Hawkeye and Black Widow. When an unexpected enemy emerges that threatens global safety and security, Nick Fury, Director of the international peacekeeping agency known as S.H.I.E.L.D., finds himself in need of a team to pull the world back



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from the brink of disaster. Spanning the globe, a daring recruitment effort begins.

Starring Robert Downey Jr., Chris Evans, Mark Ruffalo, Chris Hemsworth, Scarlett Johansson, Jeremy Renner and Samuel L. Jackson, and written and directed by Joss Whedon, "Marvel's The Avengers" is based on the ever-popular Marvel comic book series "The Avengers," first published in 1963 and a comics institution ever since. Prepare yourself for an exciting event movie, packed with action and spectacular special effects, when "Marvel's The Avengers" assemble in summer 2012.

"Marvel's The Avengers" is presented by Marvel Studios in association with Paramount Pictures. The film is being produced by Marvel Studios' President Kevin Feige and executive produced by Alan Fine, Stan Lee, Jon Favreau, Louis D'Esposito, Patricia Whitcher, Victoria Alonso and Jeremy Latcham. The film will be released May 4, 2012. The film is distributed by Walt Disney Studios Motion Pictures.

